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ABSTRACT

The 1979-80 annual report of the University of Cincinnati Alumni Association's Career Resource Center (CRC) is presented. The CRC is designed to assist students, alumni, and community members in making more appropriate and meaningful choices about education beyond the high school level. Meetings are arranged between professionals and persons interested in a particular profession to discuss the prerequisites for an occupation, as well as the expectations and demands of the job itself. The CRC does not provide any testing or in-depth counseling, nor is it a job placement agency. The following areas are covered: project objectives, changes in the project, implementation of the fourth year plan, dissemination of information, marketing analysis, demographics of advisees, evaluation of project impact, problems, future plans, and the budget. Among the appended materials are: a schedule of the CRC mobile unit: a sample adviser recommendation card: promotional letters: a list of CRC adviser occupations: referral information: issues of the center's quarterly newsletter "Adviser Update," and promotional material. (SW)

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CAREER RESOURCE CENTER ANNUAL REPORT

September 1, 1979 - August 31, 1980

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UNIVERSITY OF CINCINNATI

ALUMNI ASSOCIATION

CAREER RESOURCE CENTER

ANNUAL REPORT

September 1, 1979 to August 31, 1980

Theresa R. Iacono
Alumni Affairs Officer
Project Coordinator

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I. PROJECT OBJECTIVES

The Career Resource Center, operating under the auspices of the University of Cincinnati Alumni Association, focuses on the primary objective of assisting people in making more appropriate and meaningful choices about education beyond the high school level. Working on the premise that few know more about a specific job than the person who performs that job daily, the CRC arranges meetings between a professional in a given field and persons interested in gaining employment in that field. During such meetings, the professional and advisee discuss the preparatory aspects necessary to enter the occupation, as well as the expectations and demands of the job itself. In this respect, the CRC offers a unique service opportunity to its clients by introducing them to professionals who possess inside information about the careers in which they demonstrate interest.

The objectives established by the University of Cincinnati Career Resource Center are the following: (1) utilize alumni as volunteers in providing a framework for volunteer services from alumni to those seeking information about careers, (2) aid individuals in making more viable choices concerning education beyond high school, (3) increase individual career options and help identify alternatives, (4) assist individuals in coping with career changes, (5) dispel misconceptions about the work-a-day world and acquaint individuals with the realities of various occupations, and (6) provide a nexus between the corporate and campus communities.

II. DESCRIPTION OF THE PROJECT

During the CRC's fourth operational year, the basic format of the program remained unchanged. The volunteer alumni career adviser was notified by mail that an advisee from the CRC would be telephoning for an appointment. Dates, locations, and durations of all interviews were left to the judgment of the individual advisers; however, each adviser was encouraged to invite the advisee to his/her place of employment so that the occupational environment might be observed. In some cases, more than one interview was scheduled upon the mutual agreement of the adviser and the advisee. From the time of the initial contact with the CRC, the fact that the Center is not a job placement bureau was stressed, and similarly, advisees were informed that the volunteer advisers were under no personal obligation to them.

The Project Coordinator maintains the responsibility for matching the expertise of the alumni advisers with the needs of persons seeking the CRC's services. The Project Coordinator has trained the CRC graduate assistants to staff the mobile unit and to assist in the office in providing the advising services.

When an advisee required more extensive or specialized counseling before being matched with a CRC volunteer adviser, the CRC staff referred such individuals to an appropriate on-campus facility or a community based agency. These individuals were encouraged to return to the CRC once their counseling was completed.

The CRC, as conceptualized by the University of Cincinnati Alumni Association, can best serve those who possess some idea about their career

objectives. On the other hand, individuals who need more concrete planning are encouraged to prepare a career/life plan of action before availing themselves of the Career Resource Center services.

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III. CHANGES IN THE PROJECT

On September 1, 1979, the Career Resource Center began its first year of full funding by the University of Cincinnati Alumni Association. The CRC offices continue to be headquartered on the second floor of the Alumni House on the corner of University Avenue and Woodside Place. Four office spaces are utilized.

Theresa Iacono, Project Coodinator, has been responsible for the CRC since November 1979, when the Alumni Affairs Office had a reorganization of duties. Since then, Joseph Ventura, former Project Director, has acted as a consultant on an as-needed basis.

Barbara Tripp, M.A. candidate in Industrial Relations, joined the CRC staff on August 4, 1980, as a Graduate Intern-Advertising, replacing Tim Barngrover, who has taken a position with the Miami News in Miami, Florida. Ms. Tripp devotes her energies to keeping the CRC visible to campus and community members and expanding an advertising campaign that will be oriented to a more limited publicity budget. Ms. Tripp also edits the Adviser Update and assumes counseling/advising duties, when necessary, which greatly increased our staff efficiency and flexibility.

James Rutter, M.A. candidate in Educational Leadership, also joined our staff on September 15, 1980, as a Graduate Intern, replacing Constance Logan, who resigned to pursue her doctoral studies in clinical psychology. Mr. Rutter assumes counseling/advising duties and assists with alumni affairs duties as needed.

Charles Lee, a very competent Graduate Intern for the past three and one-half years, continues counseling/advising and assists with Alumni Affairs

duties while writing his dissertation for the Counselor Education program.

Jeanette Russell, our efficient CRC secretary for the past four years, continues to keep the everyday operations of the office running smoothly, as well as assisting staff members, advisers, and advisees.

The IBM Office System 6-6/440 continues to be an invaluable means for the Center to continue the data maintenance of over 650 adviser records on two individual diskettes. The IBM System 6 has provided greater flexibility in categorizing CRC alumni volunteers by occupational field. All forms used in the CRC registration process have been entered on a diskette. The IBM System 6 has provided us with the capability of recording evaluations and revising forms and letters. This Annual Report is a product of System 6.

The CRC concludes its first year of full funding under the University of Cincinnati Alumni Association (fourth operational year). The 1979-80 line staff organization which is outlined on the following page has been developed to maintain the project and to continue to provide this important service to students, alumni, and the community.

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LINE STAFF ORGANIZATION

1979 - 1980

Project Coordinator

Full-time Secretary

Part-time Graduate Intern (20 hrs. per week)	Part-time Graduate Intern (20 hrs. per week)	Part-time Graduate Intern (20 hrs. per week)

Part-time Kellogg Undergraduate Intern (20 hrs. per week - February-June)	Part-time Kellogg Undergraduate Intern (20 hrs. per week - July-September)

IV. IMPLEMENTATION OF THE FOURTH YEAR PLAN

Nature, Content, and Variety of Specific Activities

The assessment of an advisee's interests and needs coupled with an appropriate referral of the advisee to a CRC adviser is the single most important activity of the Career Resource Center.

During the 1979-1980 reporting year, referrals were made to 812 advisees. Over a four-year period, the CRC has referred 2,087 clients. Class presentations, community presentations, freshman orientation, and other related activities which are discussed later in this report were a means of maintaining the Center's visibility.

The following chronological narrative on the variety of specific activities conducted by the CRC reflects a continued broadening of program scope. A concentrated effort to insure project visibility remained paramount in providing the CRC service in the fourth year of operation.

CRC activities have broadened over the past four years. The success of the Center is a direct result of the variety and quality of volunteers totaling over 650 alumni who represent over 85 occupations. The number of volunteer advisers and their respective career areas have more than doubled since the project was initiated in 1976. Since that time, there has been a substantial increase in the following areas:

(1) CRC Visability - acceptance of the mobile unit on branch campuses, at other universities, and at area high schools has greatly increased visibility and effectiveness. A constant media campaign has kept the CRC in the public eye over the past four years. (This past year only public service announcements were utilized due to budget limitations.)

(2) The steady recruitment of volunteers has improved the quality and quantity of career fields. An increase of minority recruitment has been an important activity in the past year. Recruitment cards have been redesigned and have proven to be very helpful in our recruitment efforts. (See Apprendices.)

The CRC coordinator contacted U.C. branches, neighboring colleges and universities, and all area high school counselors to offer the CRC mobile unit service. Responses were gratifying, and counselors were cooperative in scheduling appointments and assuming some responsibility for follow-up with the participating students. Some of the mobile unit visits were in conjunction with career days, and several were combined with University of Cincinnati Career Development classes. (See Appendices for complete schedule of mobile unit visits during 1979-80.)

Because of the forecasted decline in college enrollments, the CRC coordinated U.C. admissions counselors' visits to area school campuses on the same day as the CRC mobile unit visits. Thus, students were able to receive, on a one-to-one basis, answers to questions pertaining to entrance requirements, curricula, etc. It has proven to be a very successful endeavor and has been appreciated by students and staff alike. The CRC plans to continue to coordinate this service between U.C. Admissions and the CRC mobile unit visits to area schools in an effort to increase enrollment as well as to bring career exploration information to interested students.

The coordinator has worked with the deans and counseling offices of the two-year colleges (Raymond Walters, Clermont, OCAS, and University College)

to plan and implement a recruiting campaign enlisting volunteer advisers from the two-year associate degree programs. This effort was in answer to a need to accommodate increasing enrollment in the two-year colleges and the returning adult population.

The advertising campaign continues with public service announcements on area radio stations (WCKY AM and WKRQ FM) and three TV stations (WLWT, Channel 5; WCPO, Channel 9; and WKRC Channel 12). They have received, and periodically play, the previously produced public service announcements. All advertising efforts are ongoing. In terms of production, the CRC has revised the promotional brochure and updated the adviser recommendation cards as well as other materials used to promote the service. Key chains and pencils have been added to our promotional materials. The slide-tape presentation has been brought to counselors at Princeton and Turpin High Schools, Thomas More College, and the Oak Hills High School Parent Teacher Association. As a result of the slide-tape presentation and discussion, Thomas More requested a copy of the CRC Handbook. A more complete report on the advertising campaign follows in Section VI of this report.

On January 31, 1980, the new CRC Adviser Services Sub-committee met at a luncheon at the Faculty Club to discuss CRC concerns. Fourteen individuals attended the luncheon. After the luncheon, the program began with the presentation of the CRC slide-tape show. All members of the CRC staff attended, and the coordinator made her report about CRC activities--special projects, ongoing need for recruiting advisers, and future funding of the the CRC by the U.C. Alumni Association. This was followed by a

question and answer period. Members of the Adviser Services Sub-committee were asked for feedback on any problems or concerns. The results of the meeting were the following: (1) a positive interaction among advisers who had never met and exchanged ideas about the program; (2) a general consensus that the program was effectively servicing its target population; (3) a positive discussion on solving the "no show" problem (while the advisers felt this was a concern, they did not feel this diminished the program's effectiveness); (4) the establishment of a procedure for feedback to advisers who would like to see their Advisee Evaluation of Adviser forms; announcements in the Adviser Update informing advisers who want the evaluations to contact the CRC; (5) a commitment to help in recruiting volunteers in needed areas and especially to help in recruiting volunteers for the W.K. Kellogg Foundation sponsored Minority Resource Day as outlined by the coordinator; and (6) reaffirmation by the group of its commitment to the CRC program and positive discussion on the future of the CRC upon termination of the W.K. Kellogg Foundation funding.

V. DISSEMINATION OF INFORMATION

The CRC planned and participated in several events specifically to increase visibility and provide service to various target populations. The following is a list and explanation of such events:

Minority Resource Day

The purpose of MRD was to introduce minorities to the U.C. Alumni Association Career Resource Center and to give minority students, alumni, and community members interested in various occupations the opportunity to talk informally with minority professionals employed in those occupations. Minority Resource Day was held on May 7, 1980, from 10:00 a.m. to 4:00 p.m. in the Great Hall at the Tangeman University Center in conjunction with the Black Arts Festival and was funded by the W.K. Kellogg Foundation of Battle Creek, Michigan. (See Minority Resource Day Report.)

Flyers, posters, brochures, T-shirts, and buttons were distributed and MRD was included on the Black Arts Festival Calendar of Events. (See MRD Report.) The Black Arts Festival is a week-long event stressing black history and heritage and is sponsored by the Office of Minority Affairs.

Lack of minority advisers has been of great concern to the CRC. Through a mass mailing to alumni, participation of volunteer minority professionals was substantially increased.

On-Campus Location of Mobile Unit

The mobile unit has been stationed on the University of Cincinnati campus each Monday morning from 9:00 a.m. to 12:00 noon for the convenience of students in various parts of the U.C. campus and in an effort to increase our visibility.

The CRC changed its location each quarter. The mobile unit was parked on Brodie Plaza in the Fall Quarter, in front of the U.C. Armory Fieldhouse in the Winter Quarter, and in the Old Commons parking area in the Spring Quarter.

Presentations to Classes

The following is a list of oral presentations given by the coordinator to various groups and organizations on campus:

1. Orientation Classes
2. Orientation - Black Students
3. Orientation - Student Interns Counseling Center
4. College of Metropolitan Services
5. Professional Development Classes
6. Professional Practice Classes
7. Cincinnati Public Schools Career Development Program, an in-service activity for high school teachers

Slide-tape show presentations have been brought to counselors at Thomas More College, Turpin High School, Princeton High School, and Oak Hills High School PTA.

The CRC participated in two Women's Information Days and a Continuing Education program designed to bring campus services information to the campus community, and a city-wide Singles Fair which was held at the Stouffer's Hotel in downtown Cincinnati.

The CRC also participated in the Cincinnati Human Relations Commission (CHRC) Committee-sponsored Women's Equality Day, Tuesday, August 26, 1980, at Fountain Square from 12:00 p.m. to 2:00 p.m. This event commemorated the 60th Anniversary of the ratification of the 19th Amendment to the U.S. Constitution, giving women the right to vote. TV coverage was provided by Channels 9 and 12. The CRC display appeared on the 6:00 o'clock and 11:00 o'clock news.

Contacts with Community Agencies

The CRC strives to maintain contacts with on- and off-campus counseling/referral groups. In addition to Educational Advising, Career Development and Placement, the Counseling Center, and other campus groups, the CRC works with many off-campus referral services such as the Jewish Vocational Center, Great Oaks Vocational District, YWCA, Southern Ohio Education Information Center, the Hamilton County Office of Education and "Exploring," and the Dan Beard Council of the Boy Scouts of Americ..

The Career Resource Center also brought information to the Executive Director of the Greater Cincinnati Consortium of Colleges and Universities and has solicited his assistance in letting other members of the Consortium know about the service and inviting their participation.

Freshman Orientation

The month of July was devoted to a comprehensive summer orientation program designed to familiarize over 3,000 incoming freshmen with the University of Cincinnati.

The coordinator and CRC staff participated in a "careers program" each morning. Its purpose was to disseminate information and formally present the CRC program to freshmen. The afternoon session was composed of an "Activities/Information Fair" in which the CRC set up an information booth. Brochures, flyers, and other CRC materials were made available to freshmen and their parents. Freshmen orientation was sponsored by the Office of Student Affairs and Career Development & Placement.

The project coordinator discussed the establishment of a Career Resource Center with Thomas More College, Kentucky; Brown University, Providence, Rhode Island; and Canisius College, Buffalo, New York. All requested CRC Handbooks.

Handbook

The Career Resource Center was invited to submit a description of service to the Southern Ohio Education Centers to appear in a reference directory for the Ohio Board of Regents and a handbook for local counselors. The Career Resource Center accepted and is included in the directory. This directory of agencies and institutions offering educational/vocational information and/or counseling for adults in the greater Cincinnati area affords the CRC with additional and important visibility in the community. (See Appendices.)

VI. MARKETING ANALYSIS

This past fiscal year has been one of belt-tightening in some areas of the Career Resource Center operation. One area where this is particularly true is in the marketing efforts of the Career Resource Center. A few figures illustrate this point quite well. In 1978-79, the amount appropriated by the W.K. Kellogg Foundation for the combined line items of production and promotion totalled $16,500. The amount available for the same line items in the 1979-1980 fiscal year was less than 25% of the previous year, or $4,000. As a consequence of these funding changes, the thrust of the CRC marketing plan has shifted from a heavy reliance upon impersonal communication, i.e., the mass media, to a more structured "personal selling" campaign supported by printed matter such as brochures, flyers, and posters.

The mainstay of this personal selling strategy was the unprecedented number of mobile unit visits made to various institutions in the Cincinnati area. The mobile unit was dispatched a total of 28 times serving 19 high schools, branch campuses, and area universities. In addition, the mobile unit was stationed on the U.C. main campus each Monday morning of the school year to provide immediate service to the student population. Another facet of this strategy was the CRC promotional presentation. Eleven of these presentations were made to various community and university groups. Several of these included the showing of the Career Resource Center slide-tape presentation. A final aspect of this personal selling strategy had to do with the information fairs with which the CRC became involved. Examples of these include Women's Information Day, the Cincinnati Singles Fair, and the U.C. Freshman Summer Orientation Program.

Although the thrust of this past year's marketing energies has been toward personal selling, substantial effort has been spent in providing printed information to supplement and support the project. The primary piece in this promotional package continues to be the Career Resource Center brochure (see Appendices) which describes in detail the important aspects of the CRC service. Flyers and posters emphasizing the "Explorer" caricature logo were also used in conjunction with the informational brochure. Particular effort has been made to keep adequate supplies of these materials in U.C. college offices and student dormitories.

In support of Career Resource Center mobile unit visits, a promotional packet was sent to the sponsoring organization four to six weeks prior to the visit. Included in this packet were brochures, flyers, and special posters noting the date(s) and time(s) of the visit(s) to that particular institution. In addition, press releases and photographs of the CRC mobile unit were sent to the school newspaper and area suburban/community newspapers to further announce the visit(s).

Another promotional technique was the purchase of half-page ads in the three school year issues of Clifton magazine. This purchase was made largely because, in addition to being one of the highest rated student magazines in the country, Clifton now distributes 20,000 free copies of each issue around the U.C. main campus. It was, therefore, felt that this purchase would successfully reach a large portion of the primary CRC target population.

Another very important printed promotional tool is the Career Resource Center Adviser Update (see Appendices). The Adviser Update is a newsletter that apprises advisers of CRC news and information. In this past fiscal year, important changes have been made in the Adviser Update. These include the incorporation of the "Explorer" logo into the masthead of the newsletter and using brown ink and beige paper in place of the previous black and white in order to provide a more aesthetic appearance. Also, the summer edition of the Adviser Update has been deleted for cost reasons, so now it is published in October, January, and April.

A final change in the Adviser Update has to do with the people to whom it was mailed. In addition to the CRC alumni advisers, the Adviser Update was also sent to members of the Alumni Association Board of Governors, U.C. President Henry R. Winkler, and the U.C. vice presidents. The newsletter was also sent to counselors at the institutions visited by the CRC mobile unit and contacts at Cincinnati area agencies with whom the CRC works on an ongoing basis.

It seems, according to the figures, that the necessary changes in promotional strategy did not have a negative effect on the most important barometer at the Career Resource Center--the usage of the service. In fact, the number of people using the service actually increased 45% over the preceding twelve-month period. It will be imperative, however, in the time periods ahead to continue with diligence in the marketing of the CRC in order to assure the future of this viable service.

The remainder of the Kellogg funds were used to produce a Minority Resource Day, and the purpose of this project was to acquaint minorities with the CRC service. To advertise MRD, radio spots were purchased at WCIN, a local black radio station, and public service announcements were sent to other radio stations. Posters were placed at various locations throughout the campus and the community. MRD was also given special mention in the Fifth Annual Black Arts Festival Calendar of Events, and ads were purchased in the News Record. (See MRD Report.)

VII. DEMOGRAPHICS OF ADVISEES

This section of the annual report is largely statistical in nature and attempts to define several salient features of the client population served by the CRC over the past year.

As statistical reading may become tedious, an effort has been made to present the data in tabular or matrix form. Comments on each table are included to highlight certain aspects which are outstanding or important.

By presenting the demographic data of the advisees, we are able to determine what groups have received services and where more specific applications need to be addressed. Therefore, the information serves as both evaluative and planning functions.

Table I: Comments

Table I provides an age spread of advisees referred from both the office and the mobile unit during the period from August 1, 1979, to July 31, 1980.

The majority of referrals are teen-aged clients (445), and the second largest group consists of those advisees in their 20's (254).

TABLE I

NUMBER OF ADVISEES REFERRED BY AGE
(8/1/79 to 7/31/80)

Age	Office #Advisees	Mobile Unit #Advisees	Total #Advisees
15	0	9	9
16	4	60	64
17	4	152	156
18	32	62	94
19	90	32	122
20	45	16	61
21	27	8	35
22	27	7	34
23	20	4	24
24	12	1	13
25-29	83	4	87
30-34	52	3	55
35-39	20	6	26
40-44	15	2	17
45-49	10	1	11
50-54	3	0	3
55-59	1	0	1
Total	445	367	812

Table II: Comments

Table II consists of a breakdown of advisees referred from the office and mobile unit by race and sex and is presented in matrix form. Also, combined figures are provided.

Of the 812 advisees referred, 42.49% were males, 57.51% were females, 12.93% were racial minorities, and 87.07% were white.

A percentage matrix follows:

Total Referrals

	White	Black	Oriental	Indian	Total
Male	37.81%	4.56%	.12%	-0-	42.49%
Female	49.26%	7.51%	.62%	.12%	57.51%
Total	87.07%	12.07%	.74%	.12%	100%

TABLE II

MATRICES: REFERRALS DEFINED BY RACE AND SEX

Office Referrals

	White	Black	Oriental	Indian	Total
Male	195	19	-0-	-0-	214
Female	204	23	4	-0-	231
Total	399	42	4	-0-	445

Mobile Unit Referrals

	White	Black	Oriental	Indian	Total
Male	112	18	1	-0-	131
Female	196	38	1	1	236
Total	308	56	2	1	367

Total Referrals

	White	Black	Oriental	Indian	Total
Male	307	37	1	-0-	345
Female	400	61	5	1	467
Total	707	98	6	1	812

Table III: Comments

Table III presents, on three pages, those professions with the most referrals from the office, Table III A; the mobile unit, Table III B; and the combination of the two, Table III C.

The column titled Number of Referrals indicates the number of advisees who requested a session with an adviser in a particular area.

TABLE III A

PROFESSIONS WITH MOST REFERRALS

Office

Profession	Number of Referrals
Marketing/Marketing Research	56
Computer	47
CPA	40
Advertising	39
Management Consulting	33
Public Relations	30
Personnel	27
Engineering	23
Sales	21
Social Service	19

TABLE III B

PROFESSIONS WITH MOST REFERRALS

Mobile Unit

Profession	Number of Referrals
Engineering	32
CPA	28
Computer	28
Nursing	24
Psychologist	17
Clerical/Secretarial	16
Physician	15
Social Service	15
Advertising	14
Legal	13
TV/Radio	13

TABLE III C

PROFESSIONS WITH MOST REFERRALS

Combined

Professions	Number of Referrals
Computer	75
CPA	68
Marketing/Marketing Research	64
Engineering	55
Advertising	53
Management Consulting	42
Social Service	34
Public Relations	33
Personnel	31
Nursing	30

Table IV: Comments

During the reporting year, the CRC made 1,069 separate referrals to the 812 advisees seen in the office and mobile unit. Of those referrals, 415 of the advisees returned a program evaluation which represents a 38.82% return rate. As for the advisers, 749 returned the evaluation form which represents a 70.07% return rate.

Table IV presents the comment categories of the CRC evaluations and number of responses within those categories for the advisees and advisers.

Some salient aspects of this table are the following:

(1) 46 advisees (or 11.08% of those responding) felt that CRC should expand its services with workshops, testing, more in-depth counseling, and the like.

(2) 121 of the advisers (or 16.15% of those responding) felt the advisees were well prepared for a career exploration interview.

(3) 75 of the advisees (or 18.07% of those responding) felt the input from the career advisers was valuable for their exploration.

TABLE IV

EVALUATION COMMENTS FROM ADVISEES AND ADVISERS
COMPILED INTO TEN CATEGORIES

Comment Category	# of Comments from Advisees	# of Comments from Advisers
1. CRC service valuable	25	33
2. Advisee's input valuable	75	-0-
3. Advisee seeking job placement	-0-	9
4. Advisee well prepared	-0-	121
5. CRC slip up: adviser moved or did not receive letter; misdirected referral	10	21
6. Adviser critical of advisee attitude or appearance	-0-	34
7. CRC program should expand: workshops, testing, etc.	46	10
8. Advisee critical of adviser	9	2
9. More feedback desired about advisee to adviser	-0-	6
10. Information not useful	-0-	-0-

Table V: Comments

This table presents information on how advisees heard about the CRC service. Also, it provides some data on what marketing techniques have been effective.

TABLE V

SOURCE OF REFERRAL FOR ADVISEES

Source	Number of Advisees	Percent
On-campus Referral	202	24.88%
School Counselor	361	44.46%
General Media	15	1.85%
Off-campus Referral	37	4.56%
Word of Mouth	89	10.96%
Campus Presentation	26	3.20%
Printed Matter	50	6.16%
Public Service Announcements	14	1.72%
Alumni Letter	2	0.24%
Other	16	1.97%
Total	812	100.00%

Table VI: Comments

Table VI provides a breakdown of the number and percent of advisees who represent the nine categories listed. It also provides an index of the areas served by the CRC during the reporting year.

TABLE VI

AFFILIATION OF ADVISEES

Affiliation	Number of Advisees	Percent
General Public	128	15.76%
Main Campus	262	32.27%
Alumni	75	9.24%
High School	264	32.51%
Clermont	30	3.69%
Mount St. Joseph College	5	0.62%
Raymond Walters College	27	3.33%
Edgecliff College	16	1.96%
Xavier University	5	0.62%
Total	812	100.00%

Program Evaluation

The CRC requests that all advisees and advisers complete an evaluation form after each session. This form (see Appendices) measures the individual's experience with the CRC service on a five-point scale from "strongly agree" to "strongly disagree." Both evaluation forms consist of ten items, with an eleventh item allowing for optional statements.

The first five items of the Career Adviser Evaluation of the Advisee are an evaluation of the advisee. The next five items evaluate the program. Similarly, the first five items of the Advisee Evaluation of Career Adviser are an evaluation of the adviser, and the next five items evaluate the program. The forms are designed so that the responses may be coded numerically. The first set of five items may range from +10 to -10, the second set of five items from +10 to -10, and the overall form from +20 to -20. A more positive score indicates a more positive report of the CRC experience. Neutral feelings are designated by a zero value, and negative numbers, of course, reflect negative experiences.

For this report, the evaluations of both the CRC advisers and advisees were examined. The following table summarizes the numerical values of these evaluations:

Evaluation of Advisees by Advisers

Average Advisee Evaluation	Average Program Evaluation	Average Overall Evaluation	Average Time of Session
6.25	5.06	5.66	1.27 hours

Evaluation of Advisers by Advisees

Average Adviser Evaluation	Average Program Evaluation	Average Overall Evaluation	Average Time of Session
7.40	5.78	6.59	1.31 hours

All of the evaluation values are positive; and, interestingly, the advisees rate all areas higher than do the advisers. Of all the advising sessions processed through this past reporting year at the CRC, 749 of a total 1,069 evaluations were returned by advisers. This represents a 70.07% return rate.

Similarly, of the same possible total of 1,069, 415 advisees returned evaluation forms which represents a 38.82% return rate.

FOUR-YEAR COMPARISON OF ADVISEE DEMOGRAPHIC DATA

Age of Advisees

Year	Number in 1976-1977	Number in 1977-1978	Number in 1978-1979	Number from 1979-1980	Total
16 and under	0	45	14	73	132
17	0	113	58	156	327
18	4	46	47	94	191
19	8	24	51	122	205
20	17	21	41	61	140
21	12	32	38	35	117
22	20	27	34	34	115
23	28	19	31	24	102
24	14	20	21	13	68
25-29	40	88	99	87	314
30-39	34	58	93	81	266
40-59	14	32	32	32	110
Total	191	525	559	812	2087

Oct 39

Sex of Advisees

Year	Number in 1976-1977	Number in 1977-1978	Number in 1978-1979	Number from 1979-1980	Total
Males	112	219	216	345	892
Females	79	306	343	467	1195
Total	191	525	559	812	2087

Race of Advisees

	Number in 1976-1977	Number in 1977-1978	Number in 1978-1979	Number from 1979-1980	Total Total
Whites	181	442	517	707	1847
Blacks	9	80	35	98	222
Orientals	1	3	5	6	15
Indians	0	0	2	1	3
Total	191	525	559	812	2087

Total Number of Advisees to Date

1976-1977	191
1977-1978	525
1978-1979	559
1979-1980	812
Total	2087

Addendum: Referrals during August, 1980

The following matrix describes the referrals seen in the Career Resource Center office during August, 1980. This section is provided in order to present current data as of August 31, 1980. The cut-off point for initial tabulation of the CRC data was July 31, 1980.

Race:	White	Black	Oriental	Indian	Total
Sex:					
Male	7	-0-	-0-	-0-	7
Female	12	-0-	-0-	-0-	12
Total	19	-0-	-0-	-0-	19

Total Number of Advisees to Date

1976-1977	191
1977-1978	525
1978-1979	559
1979-1980	812
August, 1980	19
Total	2106

VIII. EVALUATION OF PROJECT IMPACT

Award

The Council for the Advancement and Support of Education (CASE) judged the CRC a Grand Award Winner in the CASE Recognition Awards Program for the most outstanding alumni volunteer involvement program in the country. The prize was a $500 check and a plaque which was awarded at a special awards dinner at the CASE Annual Assembly held July 7-10 at the Detroit Plaza Hotel, Renaissance Center, Detroit, Michigan. Christos Demakes, Assistant Vice President and Executive Director of Alumni Affairs, accepted the Grand Award. Also in attendance were William Mulvihill, Assistant Executive Director of Alumni Affairs; Theresa R. Iacono, Coordinator of the CRC; Joseph N. Ventura, Senior Alumni Affairs Officer and former director of the CRC; and Russell Myers, member of the U.C. Board of Governors who conceived the idea of the CRC. (See Appendices for letter.)

CASE is a non-profit organization created in 1974 through a merger of the American Alumni Council and the American Public Relations Association. Over 2,000 colleges, universities, and independent schools represented by some 9,000 individuals are members of CASE.

The Career Resource Center staff takes great pride in the award, and our commitment to bring career exploration to students, alumni, and community members is strengthened. This award should also be a source of gratification to the CRC volunteer advisers.

Accolades

Letters received by the CRC from participating students, alumni, and community members have indicated the valuable and real assistance they re-

ceived from the Career Resource Center service. (See Appendices.)

The many "word-of-mouth" referrals received by the CRC are also a good indication of our program's effectiveness.

The project has made great inroads in servicing the campus and community minority population. (See Minority Resource Day Report.) This commitment will continue on an ongoing basis.

The Career Resource Center has integrated with counseling services on the U.C. campus and is part of a counseling network that keeps in communication. Career Development and Placement participated in Minority Resource Day by staffing a table throughout the day. CRC has participated in informational projects with other on-campus counseling services such as the following: Women's Programs and Services, Continuing Education, Career Development and Placement, Metropolitan Services, Women's Studies, Counseling Center, Educational Advising, Association for Women Administrators, and Steps Toward Education, Progress and Success (STEPS). The project has further integrated within the U.C. campus, especially in its relationship with the Counseling Service by employing two of our graduate assistants from its program. Career Development and Placement will be using the CRC mobile unit during its fall recruiting season to accommodate in-coming recruiters. The mobile unit will be parked on Brodie Plaza for use by CD&P on days that it is not scheduled for CRC use.

Career Resource Center volunteers participated in on-campus panel discussions for student organizations, lectured in Professional Development Clas-

ses, and participated in MRD. All volunteer services are carefully monitored by the CRC to insure that volunteer involvement is kept within the parameters outlined by the advisers.

These activities have all contributed to and been useful in helping U.C. more effectively meet student needs and achieve CRC objectives.

IX. PROBLEMS

The problems experienced by the CRC the past year have been previously identified and discussed throughout this report. They are the following:

1. Advisee who fails to contact adviser to schedule an interview. This concern has been addressed by initiating a closer follow-up involving school counselors and the CRC and more emphatic instructions regarding the process to advisees by the CRC staff. Discussion with the CRC Advisers Subcommittee about this problem resulted in discounting the suggestions to charge a non-refundable deposit fee or a set fee for each interview. The more rigid instructions, screening process, and school counselors' follow-up would at least minimize the number of "no shows."

2. Maintain and improve CRC visability. This has been effectively accomplished through ongoing campus and community oriented advertising campaign. (See Section VI, Marketing Analysis).

3. Make service more readily available to non-traditional groups. Service available to non-traditional groups has been discussed throughout this report. The CRC has made a concerted effort to broaden the program scope. Adult students, community groups, social service agencies, and referral services have received the CRC on a regular basis in an effort to inititate and maintain cooperative participation in workshops on mobile unit visits.

4. Update adviser files. This is done on a continuing basis. Advisees are requested to contact the CRC if they have difficulty reaching an adviser. A mass updating of adviser files was completed in 1978-1979.

5. Keep communications open with advisers. This is ongoing and accomplished through personal contact by the coordinator where indicated; also, referral contact, the newsletter, Advisory Council meetings, and receptions all serve to foster meaningful interaction among advisers, advisees, and the CRC staff.

6. Expand the participation of more of the advisers in the program. The CRC has utilized advisers in workshop settings during the year. The most extensive use of CRC advisers involved the Minority Resource Day. However, CRC volunteers participated each quarter in on-campus panel discussions for the student chapter of the Society for the Advancement of Management and lectured in Professional Development classes. Then activities were scheduled and monitored by the CRC to insure that volunteer involvement was within the framework outlined by advisers.

The CRC will specifically address the following problems for the 1980-81 operational year:

1. The need to expand minority participation in CRC services.

2. The need to continue to expand the participation of more advisers in the program.

3. The need to recruit advisers on an ongoing basis to replace advisers who can no longer participate, and to accommodate fields of interest not represented, in which CRC advisees express an interest.

4. The need to continue to target specific populations for the CRC service based upon four years of program development and observation.

5. The need to modify promotional strategies to most effectively reach targeted CRC populations on a more limited budget.

6. The need to disseminate information concerning CRC on a national basis.

OCI 47

X. FUTURE PLANS

The University of Cincinnati Alumni Association has made a commitment to underwrite the continuation of the CRC in 1980-81. The CRC will continue to aid individuals in making choices concerning their careers through the advisory process. The advising process will identify career options, assist with career changes, dispel misconceptions about the job, and provide a real link between the corporate and campus to communities.

The CRC will continue to meet the needs of students, alumni, and community members. The CRC will continue to focus on specific student groups, high schools, alumnal organizations, and community groups in need of the CRC service and ones that will take responsibility for follow-up. The CRC must, because of the "no show" syndrome, become more selective in providing service. This selectivity will not limit the extent of CRC service, rather it will enhance its use by selecting groups, institutions, and organizations genuinely committed to serving their constituents.

The CRC will continue to recruit volunteers in needed occupational areas and effectively utilize their expertise to bring careers information to those seeking it.

The CRC will continue to develop and keep its award-winning program viable locally and nationally.

Future Funding

The University of Cincinnati Alumni Association has made a commitment to underwrite the continuation of the CRC in 1980-81.

Additional fund raising projects such as a strong alumni travel program and an alumni gift merchandise program have been developed to meet the growing needs of the expanded U.C. alumni program.

The University of Cincinnati Alumni Association budget submittal form for the CRC 1980-81 year follows.

UNIVERSITY OF CINCINNATI ALUMNI ASSOCIATION

BUDGET SUBMITTAL FOR YEAR 1980-81

CAREER RESOURCE CENTER

Fixed Salaries	$26,801.00
Staff Benefits	5,118.99
Graduate Assistant	4,200.00
Graduate Assistant	4,200.00
Graduate Assistant	4,200.00
Supplies	1,000.00
Travel/Conference	1,500.00
Printed Material/Advertising	2,500.00
Mobile Unit Upkeep	1,500.00
	$51,019.99

XI. BUDGET

The proposed use of the W.K. Kellogg Foundation Project balance of $8,972.21 was as follows:

PROPOSED USE OF
W.K. KELLOGG FOUNDATION GRANT
PROJECT BALANCE
September 1, 1979 - August 31, 1980

Minority Resource Special Project

Project Balance:	$8,972.21
	Proposed Budget Amount
Personnel	$4,200.00
Graduate Assistant (1/2 time)	
Office Supplies/Workshop Materials	522.21
Telephone/Postage	400.00
Production	1,150.00
Promotion	2,000.00
Mobile Unit Expense	700.00
Total	$8,972.21

The W.K. Kellogg Foundation annual financial report form follows: (Permission was granted from the W.K. Kellgg Foundation to transfer $950.00 from the salaries account to the production account for the replenishing of brochures and adviser recommendation cards, used in connection with MRD activities.) (See MRD Report.)

[redacted]AL [redacted]ANC[redacted]REP[redacted]TO [redacted]K. [redacted]OGG [redacted]UNDA[redacted]N [redacted] [redacted] [redacted] REVISED 9/2/80

Project No. [redacted]R07D[redacted]

EXPENSE STATEMENT FOR PERIOD ENDING 8/31/80				NEXT YEAR'S BUDGET	
	I Approved Budget (line items per commitment letter, proposal, or approved revision)	II Actual Cash Expenditures of WKKF Funds for Year	III Differences between I & II	IV Approved Budget for Next Year	V Proposed Budget for Next Year (if different from IV)
Personnel	$3,250	$ 1,520.00	$ 1,730.00		
Office Supplies/ Workshop Materials	522.21	485.59	36.62		
Telephone/Postage	400	921.55	[521.55]	N/A	
Production	2,100	2,055.13	44.87		
Promotion	2,000	2,006.04	[6.04]		
Mobile Unit Expense	700	550.41	149.59		
	$8,972.21	$ 7,538.72	$ 1,433.49		

FUNDS AVAILABLE DURING PAST YEAR	
Prior Year's Cash Balance	$ 8,972.21
Kellogg Payment	
Grantee Support	
Other (specify)	
TOTAL	$ 8,972.21

Proposed Budget for Next Year - WKKF $ 0000.00
Less Kellogg Cash Balance 1433.49
Proposed WKKF Payment $ 1433.49

I hereby certify the above expense statement and resulting cash balance to be correct. I also certify that this organization continues to be classified as an organization described in Section 509(a) of the Internal Revenue Code.

Grantee: University of Cincinnati

T.d. Cashen — Manager, Grants & Contracts Accounting
Chief Financial Officer (signature) — Title

Theresa Iacono — Alumni Affairs Officer
Project Director (signature) — Title

Nov. 17, 1980
Date

NOTE:
Detailed explanations should be given for substantial deviations in actual and/or proposed expenditures from originally approved budget items.

The Foundation provides support on a cash receipts and disbursements basis. We consider pending obligations as unexpended, and therefore they should be included in the budget for the following year.

The proposed 1979-80 budget for the U.C. Alumni Association Career Resource Center was as follows:

UNIVERSITY OF CINCINNATI
ALUMNI ASSOCIATION
BUDGET SUBMITTAL FOR 9/1/79-6/30/80
CAREER RESOURCE CENTER PROJECT

Fixed Salaries	$20,612
Staff Benefits	3,880
Graduate Assistant	4,200
Graduate Assistant	4,200
Graduate Assistant	4,200
Supplies	1,000
Travel and Conference	1,500
Equipment	4,850
Printed Materials & Advertising	4,000
Mobile Unit Upkeep	2,000
Total	$50,442

SOURCE OF FUNDING

Alumni Membership	$22,000
Greater Cincinnati Charity Horse Show	12,000
Hubbell Trust Fund	16,442
	$50,442

The U.C. Alumni Association Annual Financial report for 1979-80 follows:

ALUMNI CAREER COUNSELING - 2-03645 -- 1979-1980

	June 30, 1979 through June 30, 1980	July 31, 1980	August 31, 1980
10-Non Academic Salaries	$20,612.00	$2,196.20	$2,196.20
16-Graduate Assistants	12,230.87	1,260.00	1,260.00
20-Staff Benefits	6,402.12	445.68	445.68
31-Supplies	174.22		3.06
40-Travel & Conference	813.75	99.47	32.67
53-Printed Matter & Advertising	3,217.42	76.00	10.95
58-Telephone	76.42		
62-Mobile Unit Upkeep	1,925.04	71.36	42.22
93-Equipment	3,951.36	1,800.00	
	$49,403.20	$6,548.71	$3,989.78

Totals:	$49,403.20	June 30/79 - June 30/80
	6,548.71	July 31, 1980
	3,989.78	August 31, 1980
	$59,941.69	

The above line items were established in June 1980 to conform with Alumni Association fiscal year. However, funding by the Alumni Association began September 1, 1980.

XII. APPENDICES

The following are excerpts from letters received by the CRC from students, alumni, and community members:

"The interviews with my advisers were most helpful. They opened up many other related avenues of exploration."

"I greatly enjoyed talking with both career advisers, and I found the experiences very beneficial in my career planning."

"I think the CRC is a great service!"

"CRC helped my decision immensely."

"Your program is very effective and perhaps I can visit once more to set up several more appointments."

"Talking with my two advisers provided a multitude of information."

"I'm so glad I came to the Career Resource Center for help."

"I would like to thank the CRC staff and those who have offered their time and concern in helping me through a very confusing period of my life. I feel I have been saved a considerable amount of time, travel, and disappointment through your assistance."

"I would like to thank you for all the help I have received in being matched with career advisers."

CAREER RESOURCE CENTER MOBILE UNIT SCHEDULE

1979-1980

Date	Place	Time
October 25, 1979	Brodie Plaza	9-12
October 17	Raymond Walters College	9-3
October 22	Brodie Plaza	9-12
October 29	Brodie Plaza	9-12
November 5	Brodie Plaza	9-12
November 8	Oak Hills High School	9-2:30
November 9	Oak Hills High School	9-2:30
November 14	Clermont College	10-6
November 19	Brodie Plaza	9-12
November 21	Clermont College	9-3
November 26	Brodie Plaza	9-12
November 28	Edgecliff College	9:30-3
November 29	Edgecliff College	9:30-3
December 3	Brodie Plaza	9-12
December 11	Xavier University	9:30-2
December 12	Xavier University	9:30-2
December 13	Indian Hill High School	12-2
January 14, 1980	Armory Fieldhouse	9-12
January 16	Raymond Walters	9:30-3:30
January 23	Aiken High School	11-1
January 28	Armory Fieldhouse	9-12
January 29	Marian High School	8:45-11:45
February 4	Armory Fieldhouse	9-12
February 5	Mount St. Joseph	1-3:30
February 11	Armory Fieldhouse	9-12
February 18	Armory Fieldhouse	9-12
February 25	Armory Fieldhouse	9-12

March 3	Oak Hills High School	9-2:30
March 5	Oak Hills High School	9-2:30
March 11	Taft High School	9:30-2:30
March 18	Mt. Notre Dame	9-2
March 25	Deer Park High School	9-1
March 26	Deer Park High School	9-2
March 27	Finneytown High School	9:30-3
March 31	Old Commons	9-12
April 7	Old Commons	9-12
April 10	Moeller High School	9-2:30
April 14	Princeton High School	9-2:30
April 25	Princeton High School	9-2:30
April 16	Princeton High School	9-2:30
April 17	Ursuline Academy	9-2:30
April 18	Elder High School	9:30-2:30
April 21	Old Commons	9-12
April 23	Forest Park High School	9-3
April 28	Old Commons	9-12
May 5	Old Commons	9-12
May 6	Old Commons	9-12
May 7	Old Commons	10-4
May 8	Old Commons	9-12
May 9	Old Commons	9-12
May 12	Old Commons	9-12
May 13	Mt. Healthy High School	9-2:30
May 14	Mt. Healthy High School	9-2:30
May 19	Old Commons	9-12
May 23	St. Bernard High School	canceled

CASE LETTER

The American University

Office of Alumni Relations

May 9, 1980

Mr. Christos P. Demakes
University of Cincinnati
Alumni House
2900 Woodside Place
Cincinnati, Ohio 45221

Dear Mr. Demakes,

It is my pleasure to inform you that your entry in the CASE Recognition Awards Program was judged as the Grand Award Winner in the F Category - Volunteer Involvement.

The winning entry was your program at the career resources center.

The four judges on this committee were impressed with the project and wish to compliment the program directors.

You will be hearing shortly from the CASE national office regarding the conferring of the award. Please accept my personal congratulations to you and to your colleagues. You should be proud of a job well done.

Sincerely,

Joseph S. D'Agostino, Ph.D.
Director, Alumni Relations
Host Coordinator
CASE Alumni Involvement Awards

JSD:ae

CC: Dr. Henry R. Winkler, President
Joseph N. Ventura
Theresa Iacono
Charles Helmken, CASE Vice President

Massachusetts & Nebraska Avenues, N.W., Washington, D.C. 20016 (202) 686-2085

LETTERS OF INVITATION TO BECOME A CRC ADVISER

ALUMNI HOUSE • UNIVERSITY OF CINCINNATI • CINCINNATI, OHIO 4522[illegible] (513) 475-4344

TO: The Prospective Career Resource Center Adviser

FROM: Theresa R. Iacono, CRC Project Coordinator

Your name has been suggested to participate in the UC Alumni Association Career Resource Center. I would like to invite you to become a CRC volunteer adviser to people interested in your occupation.

The CRC program is free and open to anyone in need of career information. We have found that the best person to describe the working conditions, chance for advancement, monetary and non-monetary rewards, etc., of a certain occupation is someone working in that occupation. The interview is not a job search, but a chance for the advisee to seek the practical advice necessary in order to make an informed career decision. (Please see the enclosed brochure for more details.)

Our prodecure for referring someone to a CRC adviser is as follows:

1. You will receive a letter stating a date on which the advisee will call you. It will also contain the advisee's resume and a brief evaluation form.
2. The advisee will call you on that date and schedule a time when he or she will come to your office to talk to you.
3. After the interview, please complete the evaluation form about the advisee. A copy of this evaluation goes to the advisee.

If you would be willing to occasionally spend thirty minutes to an hour of your time helping someone investigate a potential career, please complete the enclosed form and return it in the postage-paid envelope.

Thank you for your time and attention. I look forward to working with you as a Career Resource Center adviser.

ALUMNI HOUSE • UNIVERSITY OF CINCINNATI • CINCINNATI, OHIO 45221 • (513) 475-4344

December 17, 1979

Dr. Michael Devine
Executive Director
Greater Cincinnati Consortium
of Colleges and Universities
Walker Hall
1800 Dana Avenue
Cincinnati, Ohio 45207

Dear Dr. Devine:

Thank you for inviting me to your office to explain the Career Resource Center. We appreciate your interest in our program and look forward to receiving a list of possible advisers whom we can contact directly.

I am enclosing twelve of our advisee packets and brochures. If you feel it would be helpful, we can bring our slide presentation and/or address your academic officers at one of your meetings.

Also enclosed are twelve adviser recruitment packets, should you find other individuals who are interested in becoming advisers.

Please convey to other Consortium members, that if there is a sufficient interest, arrangements can be made for our mobile unit to visit their campuses.

Sincerely,

Theresa Iacono

Theresa Iacono, Project Coordinator
Career Resource Center

TI/jr
enclosures

ALUMNI HOUSE • UNIVERSITY OF CINCINNATI • CINCINNATI, OHIO 45221 • (513) 475-4344

February 5, 1980

Mr. Paul L. Hillman
2416 Maryland Avenue
Cincinnati, Ohio 45204

Dear Mr. Hillman:

Pursuant to our recent telephone conversation, I am enclosing several Adviser Recommendation Cards and brochures.

Thank you for your continued participation in the Career Resource Center and your assistance in our on-going effort to recruit volunteer advisers.

Cordially,

Theresa Iacono

Theresa Iacono
Project Coordinator
Career Resource Center

TI/jr
enc.

Searching for a career? University of Cincinnati Alumni Association Career Resource Center 475-4342

ADVISER RECOMMENDATION CARD

Alumni Association

Career Resource Center Adviser Recommendation Card

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS PERMIT NO. 1185, CINCINNATI, OHIO

POSTAGE WILL BE PAID BY ADDRESSEE

University of Cincinnati
Alumni Association
Alumni House
Cincinnati, Ohio 45221

08

Career Resource Center Adviser Recommendation Card

The Alumni Association Career Resource Center is a free career exploration service. The Career Resource Center enables students, alumni, and the general public to get firsthand information about various occupations by talking to professionals working in those occupations who have volunteered their time to advise others.

At present, there are nearly 600 Career Resource Center volunteer advisers. However, we have an ongoing need for new advisers who hold two-year degrees, four-year degrees, or graduate degrees in a variety of fields.

If you can be a volunteer adviser or know of a friend or colleague who would be willing to share occupational information to help others, please complete the bottom of this card and return it to us.

Name _____

Address _____

Place of Employment _____

Job Title _____

Telephone _____

You may use my name when contacting:

Name _____

Employer _____

Telephone _____

Comments:

09

INVITATION TO PARTICIPATE IN ADVISORY COUNCIL

ALUMNI HOUSE • UNIVERSITY OF CINCINNATI • CINCINNATI, OHIO 45221 • (513) 475-4344

January 8, 1980

Dear :

The UC Alumni Association Career Resource Center is beginning its fourth year of service to the community. The program's success is due largely to you, the volunteer adviser, who has given so fully of your time and assistance. We could not have done it without your help.

The CRC Advisory Council is being formed for the coming year. The Council will again be divided into working sub-committees--advisers, campus services and community services. We invite you to serve on the Advisers Sub-committee. This sub-committee will be composed of about twenty volunteers, with varying degrees of experience as advisers, who will meet several times during the year to set policy and procedures and to discuss new ideas, suggestions and issues relating to CRC advisers. An agenda for the meeting is enclosed.

The first meeting will be held on Thursday, January 31, 1980 at the UC Faculty Club from 11:30 a.m. to 1:30 p.m. I hope you can be our guest for this working lunch. Please return the enclosed card by January 24, 1980 (or call 475-4342) to let us know if you accept our invitation.

If you would like to park on campus, please use the Library Parking Garage and we will validate your parking ticket.

We look forward to hearing from you.

Sincerely,

Theresa Iacono
Project Coordinator
Career Resource Center

TI/jr
enclosure

ALUMNI HOUSE • UNIVERSITY OF CINCINNATI • CINCINNATI, OHIO 45221 • (513) 475-4344

February 13, 1980

Dr. Ann Grooms
6576 Wooster Pike
Cincinnati, Ohio 45227

Dear Dr. Grooms:

On behalf of the UC Alumni Association Career Resource Center, I would like to thank you for accepting our invitation to serve on the Advisory Sub-Committee.

We regret that you were unable to attend our luncheon; however, the Spring edition of the "Adviser Update", will have information regarding the meeting and agenda items.

If you have any suggestions, questions, etc., please call me at 475-4342.

Cordially,

Tess Iacono

Theresa Iacono
Project Coordinator
Career Resource Center

TI/jr

ALUMNI HOUSE • UNIVERSITY OF CINCINNATI • CINCINNATI, OHIO 45221 • (513) 475-4344

February 13, 1980

Mr. John D. Apgar
3567 Outlook Avenue
Cincinnati, Ohio 45208

Dear Mr. Apgar:

On behalf of the UC Alumni Association Career Resource Center, I would like to thank you for accepting our invitation to serve on the Advisory Sub-Committee.

It was good to meet you personally at the luncheon and be able to discuss problems relating to Career Resource Center volunteer advisers.

We will have further information regarding adviser feedback procedures and other agenda items in the Spring edition of the "Adviser Update".

If you have any suggestions, questions, etc. before we meet again, please call me at 475-4342.

Cordially,

Tess Iacono

Theresa Iacono
Project Coordinator
Career Resource Center

TI/jr

MEETING AGENDA FOR ADVISORY COUNCIL

CAREER RESOURCE CENTER ADVISORY COUNCIL

ADVISERS SUB-COMMITTEE MEETING

Date: January 31, 1980

Time: 11:30 a.m. to 1:30 p.m.

Place: Faculty Club

AGENDA

Career Resource Center Overview

--Future Funding

--Minority Resource Day

Career Resource Center Procedures

--Referrals

--Adviser Feedback

Recruitment of Advisers

PROMOTIONAL LETTERS

ALUMNI HOUSE • UNIVERSITY OF CINCINNATI • CINCINNATI, OHIO 45221 • (513) 475-4344

January 28, 1980

To: Anne Keeling
Professor of Professional Practice
Mail Location 115

From: Theresa Iacono
Career Resource Center Tess

Thank you for inviting me to address your Professional Development class regarding the Career Resource Center on Tuesday, January 15, 1980. I enjoyed meeting you and look forward to having members of your class use our service.

If I can assist in any other way, please do not hesitate to call me.

Should you know of any alumni, faculty or friends of UC who would be interested in becoming volunteer advisers, please have them fill out one of the enclosed Adviser Recommendation Cards. We have an on-going adviser recruitment effort.

TI/jr
enc.

Searching for a career? University of Cincinnati Alumni Association Career Resource Center 475-4342

ALUMNI HOUSE • UNIVERSITY OF CINCINNATI • CINCINNATI, OHIO 45221 • (513) 475-4344

To: News Record Staff

From: Tim Barngrover, Advertising Coordinator
Career Resource Center

Would you please insert the following in the "Calendar" section of the Friday, issue of the News Record?

> The Alumni Association Career Resource Center will station its Mobile Unit in the Old Commons parking lot near the TUC bridge Monday from 9 am to noon. The Career Resource Center offers free career exploration.

Thank you for your attention to this matter.

ALUMNI HOUSE • UNIVERSITY OF CINCINNATI • CINCINNATI, OHIO 45221 • (513) 475-4344

March 24, 1980

Mr. W. Barry Adams
Director of Alumni Relations
Ohio University
P. O. Box 869
Athens, Ohio 45701

Dear Mr. Adams:

Thank you for your interest in the University of Cincinnati Alumni Association Career Resource Center. Enclosed please find materials about the Career Resource Center that you may find informative. If additional information is needed, please do not hesitate to call or write.

Thank you again for your interest.

Sincerely,

Tim Barngrover

Timothy S. Barngrover
Advertising Coordinator
Career Resource Center

Enclosures

Searching for a career? University of Cincinnati Alumni Association Career Resource Center 475-4343

ALUMNI HOUSE • UNIVERSITY OF CINCINNATI • CINCINNATI, OHIO 45221 • (513) 475-4344

April 3, 1980

Shakilla Tanveer
Summer Orientation Chairperson
Mail Location 9

Dear Shakilla:

The Alumni Association Career Resource Center would be pleased to participate again in the Summer Orientation Program.

Enclosed is a copy of the CRC brochure which explains our service and upon which we will elaborate in making our presentations.

We feel that the fifteen minute mini programs idea will be quite adequate for our presentation.

Also enclosed is a copy of our Adviser Occupations List. We plan to distribute a brochure and list to each student attending the orientation program.

We look forward to working with you.

Cordially,

Theresa R. Iacono
Project Coordinator
Career Resource Center

TI/jr
enclosure

PROMOTION AND ADMINISTRATION OF MOBILE UNIT VISITS

ALUMNI HOUSE • UNIVERSITY OF CINCINNATI • CINCINNATI, OHIO 45221 • (513) 475-4344

January 10, 1980

Ms. Audra L. Bosch
Guidance Counselor
Deer Park High School
8351 Plainfield Road
Cincinnati, Ohio 45236

Dear Ms. Bosch:

This will confirm our telephone conversation regarding the Career Resource Center mobile unit. We have reserved Tuesday, March 25 and Wednesday, March 26, 1980 for our mobile unit to visit your campus. Two of our career advisers will be available to talk with your students. Interviews should be scheduled at thirty-minute intervals beginning at 9:30 a.m.

Arrangements have been made for an admissions counselor to accompany our staff to speak to your students on a one-to-one basis. You may wish to schedule his interviews similarly to those of the CRC career advisers.

Enclosed are six sign up sheets. We would appreciate receiving completed copies of these forms upon our arrival. Brochures, flyers, posters and adviser occupations lists are being sent to you under separate cover.

I will call your office a day or two before our visit to discuss last minute details. Should you have any questions before then, or need additional materials, please feel free to contact me.

Thank you for your participation in our program. We look forward to meeting you.

Sincerely,

Theresa Iacono

Theresa Iacono
Project Coordinator
Career Resource Center

TI/jr

cc: Dr. Robert Neel
Mary Vick

ALUMNI HOUSE • UNIVERSITY OF CINCINNATI • CINCINNATI, OHIO 45221 • (513) 475-4344

January 24, 1980

Mrs. Patricia L. White
Turpin High School
2650 Bartels Road
Cincinnati, Ohio 45244

Dear Pat:

Thank you for inviting us to bring the Career Resource Center slide presentation to Turpin High School. We enjoyed meeting you and your colleagues.

When you decide on a date(s) for our CRC mobile unit to visit your campus, we will send you sign up sheets, adviser occupations lists, registration forms, brochures and promotional materials. Having each student complete the registration form and bringing it with him/her to his/her scheduled appointment, should be most helpful.

We look forward to bringing our service to your students.

Sincerely,

Tess

Theresa Iacono
Project Coordinator
Career Resource Center

TI/jr

Searching for a career? University of Cincinnati Alumni Association Career Resource Center 475-4342

ALUMNI HOUSE • UNIVERSITY OF CINCINNATI • CINCINNATI, OHIO 45221 • (513) 475-4344

April 1, 1980

Ms. Audra Bosch
Guidance Counselor
Deer Park High School
8351 Plainfield Road
Cincinnati, Ohio 45236

Dear Audra:

Thank you for your hospitality when the Career Resource Center mobile unit recently visited your campus. We were pleased with your student response and we do appreciate your assistance in coordinating our visit.

Enclosed are the lists I promised you. Of the thirty-six students scheduled for March 25 and 26, twenty-nine students took referrals, four students kept their appointments, but took no referrals, and three students, Jill Breezley, Connie Tehulve and Mark Veterino did not show up.

Whenever you would like to schedule another mobile unit visit, we would be pleased to accommodate you. We can also bring our slide presentation to members of your faculty/staff to better acquaint them with the Career Resource Center.

We look forward to seeing you again in the near future.

Sincerely,

Tess

Theresa R. Iacono
Project Coordinator
Career Resource Center

ersity of Cincinnati

Alumni Affairs

Alumni House
Cincinnati, Ohio 45221
Phone 513 475-4344

December 15, 1980

Mr. Audley Smith
Counselor
Princton High School
11080 Chester Road
Cincinnati, Ohio 45246

Dear Mr. Smith:

This will confirm our recent telephone conversation concerning the Career Resource Center mobile unit. We have reserved Wednesday, April 1, 1981, for our mobile unit to visit your campus. Two of our career advisers will be available to talk to your junior and senior students. Interviews should be scheduled at thirty-minute intervals beginning at 9:00 a.m. and ending at 2:00 p.m.

Enclosed are two sign up sheets. We would appreciate receiving completed copies of these forms upon our arrival. Brochures, flyers, and posters will be sent to you under separate cover.

A few days before our scheduled visit, I will call you to reconfirm/ discuss last minute details.

We look forward to meeting you. Happy Holidays!

Sincerely,

Tess Iacono

Theresa R. Iacono
Coordinator
Career Resource Center

TRI/jhr
enclosure

Searching for a career? University of Cincinnati Alumni Association Career Resource Center 475-4342

niversity of Cincinnati

Alumni Affairs

Alumni House
Cincinnati, Ohio 45221
Phone 513 475-4344

Enclosed are promotional and informational materials in preparation for the Career Resource Center Mobile Unit visit scheduled for _____.

The press release can be inserted into the school newspaper the week before the visit. Flyers can be passed out, as well as posted to augment the several enclosed posters.

If you need additional materials, or if you have any questions, please feel free to call.

We look forward to serving you.

Cordially,

Barbara J. Tripp
Career Resource Center
Advertising Coordinator

Searching for a career? University of Cincinnati Alumni Association Career Resource Center 475-4342

For immediate release
Photo enclosed

For more information, contact
Barbara Tripp, (513) 475-4342

U.C. Career Exploration Service Visits

The Career Resource Center Mobile Unit will visit _____ _____ on _____ _____.

The Career Resource Center is an innovative career exploration and information service which matches individuals interested in a specific career with an adviser who is currently working in that field. The meetings take place at the adviser's place of employment, so the client can get a good sense of the work environment, as well as pertinent information about education required, salary potential, and career advancement.

The Career Resource Center Mobile Unit allows this unique service to be offered all around the Cincinnati area at high schools, local colleges, and social agencies. The same service is available at the Career Resource Center office, located on the U.C. campus in the Alumni House. To make an appointment with the Career Resource Center, just call 475-4342. The Center is open from 8 to 5 daily.

The Career Resource Center is sponsored by the University of Cincinnati Alumni Association as an alumni involvement program. Currently, over 650 alumni and friends of U.C. have volunteered for the program in over 85 professions.

- 30 -

PLEASE USE SEPARATE
SIGN-UP SHEET FOR EACH DAY.

ALUMNI ASSOCIATION CAREER RESOURCE CENTER

MOBILE UNIT

SIGN UP SHEET

Name of School _____ Contact Person _____

Counselor _____ Date of Visit _____

Time	Student's Name	Interest	Time	Student's Name	Interest
8:30 a.m.			8:30 a.m.		
9:00 a.m.			9:00 a.m.		
9:30 a.m.			9:30 a.m.		
10:00 a.m.			10:00 a.m.		
10:30 a.m.			10:30 a.m.		
11:00 a.m.			11:00 a.m.		
11:30 a.m.	Lunch		11:30 a.m.		
12:00 p.m.			12:00 p.m.	Lunch	
12:30 p.m.			12:30 p.m.		
1:00 p.m.			1:00 p.m.		
1:30 p.m.			1:30 p.m.		
2:00 p.m.			2:00 p.m.		
2:30 p.m.			2:30 p.m.		
3:00 p.m.			3:00 p.m.		

LIST OF CRC ADVISER OCCUPATIONS

ADVERTISING
AGRICULTURE
ARCHITECTURE
ART/ART RELATED
AUDIOLOGY/SPEECH/HEARING
BANKING
BUSINESS, small
CERTIFIED PUBLIC ACCOUNTANT
CHEMIST
CHILD CARE TECHNOLOGY
CLERICAL/SECRETARIAL
COLLEGE ADMINISTRATION
COMMUNICATIONS: VOICE/DATA
COMPUTER SYSTEMS ANALYST
CONTRACTING AND DEVELOPING
CONSTRUCTION: COMMERCIAL/RESIDENTIAL
CREDIT MANAGER
DENTAL HYGIENIST
DENTAL (MEDICAL)
DEVELOPMENTAL LANGUAGE EDUCATION
DIETICIAN/NUTRITION
EDUCATION: ELEMENTARY
HIGH SCHOOL
COLLEGE
SPECIAL
SUPERVISORY POSITIONS
ENGINEERING
ENERGY MANAGEMENT
ENVIRONMENTAL HEALTH/SAFETY
FASHION DESIGN
FINANCE
FOOD PROCESSING
GOVERNMENT
GUIDANCE/COUNSELING
HIGH SCHOOL PRINCIPAL
HORTICULTURE
HOSPITAL ADMINISTRATION
INDUSTRIAL CONSULTANT
INDUSTRY
INDUSTRY - PRESIDENTS/VICE PRESIDENTS
INSURANCE
INTERIOR DESIGN
LABORATORY TECHNOLOGY
LEGAL (LAWYERS, JUDGES)
LEGAL ASSISTANT (PARALEGAL)
LIBRARIAN
MANAGEMENT: COST/ANALYST
MANAGEMENT CONSULTING
MANUFACTURING
MARKETING
MARKETING RESEARCH
MEDICAL, ALLIED FIELDS
MEDICAL TECHNOLOGY
MORTICIAN
MUSIC/MUSIC EDUCATION
NATIONAL WEATHER SERVICE
NEWSWRITING (REPORTER)
NUCLEAR MEDICINE
NURSING
PERSONNEL
PHARMACY
PHOTO/GRAPHICS
PHYSICAL THERAPY
PHYSICIAN
POLICE WORK
PSYCHOLOGIST
PUBLIC RELATIONS
PUBLIC WORKS (CITY OF CINCINNATI)
PUBLISHING
PURCHASING
REAL ESTATE (APPRAISER)
RECREATION
RELIGIOUS PROFESSIONS
RESTAURANT MANAGEMENT
RETAILING (BUYER)
SALES
SOCIAL SERVICE
STOCK BROKER
TAX
TECHNICIAN
TELEVISION/RADIO
TOXICOLOGY
TRAFFIC MANAGER
TRAVEL
TYPESETTING
VETERINARIAN

Searching for a Career?

Career Resource Center
475-4342

- **Free career exploration service**
- **Open to students, alumni, and the general public**
- **Sponsored by the University of Cincinnati Alumni Association**
- **Located in the Alumni House (next to the Fieldhouse parking lot)**
- **Open 8 to 5 Monday through Friday**

The Career Resource Center is:

- People to help you investigate career options.
- 600 volunteer advisers employed in over 75 professions—from advertising to zoology—who will answer your questions about specific careers.
- Interview sessions with the alumni advisers at their job location.
- Firsthand information about the daily demands, advancement potential, required background, and income level in that particular career.

The Career Resource Center is funded in part by the W.K. Kellogg Foundation, Battle Creek, Michigan

Searching for a career?

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CAREER RESOURCE CENTER

Alumni House 475-4342

VISIT THE CAREER RESOURCE CENTER MOBILE UNIT

The Career Resource Center is a service of the University of Cincinnati Alumni Association

REFERRAL INFORMATION

Program Title Alumni Association Career Resource Center

Institution/Agency University of Cincinnati Phone 475-4342

Address Alumni House, 2900 Woodside Place, Cinti., O. Zip 45221

SERVICES OFFERED	No	Yes	Fee
INFORMATION			
1. Postsecondary Institutions	x		
2. Careers		x	
3. Financial Aid	x		
4. Training Opportunities	x		
5. Labor Market Projections	x		
6. Computerized Information	x		
COUNSELING			
1. Educational	x		
2. Career		x	
TESTING			
1. Interests, abilities, aptitudes	x		
2. G.E.D. Preparation	x		
3. C.L.E.P.	x		
FORMAL CLASSWORK			
1. Less than 16 hr.	x		
2. More than 16 hr.	x		
MISCELLANEOUS			
1. Support Groups		x	
2. Client Advocacy	x		
3. Referrals		x	

SERVICE DESCRIPTION

The Career Resource Center assists people in making more appropriate choices concerning their careers and educational needs beyond high school. It provides individuals with the opportunity to investigate a variety of careers, to talk informally and receive first-hand information about careers from professionals employed in these occupations.

The Career Resource Center is a service of the U.C. Alumni Association which offers free service to students, alums and community members. It acts as a clearinghouse for putting people in touch with professionals who have inside knowledge about careers that would be otherwise unavailable to them. It endeavors to match the expertise of volunteers to the needs of those seeking advice. The Career Resource Center also works with many referral agencies both on campus and in the community.

RESTRICTIONS

None

REFERRAL PROCEDURES

Service Walk-in clients?

Yes x No ____

Contact for referral:

Theresa Iacono
Coordinator, Career Resource Center

ADVISER UPDATE

The University of Cincinnati Alumni Association
Career Resource Center

Adviser Update

vol. 3 no. 1 October 1979

Adviser Profile: C. Thomas Clifton

C. Thomas Clifton just has to be one of the most energetic seventy-one year olds around. Although ostensibly retired for the past ten years (he owned and operated a management consulting firm for twenty-five years after World War II duty in the Naval Reserve), Clifton still remains extremely active as a counselor for SCORE (Service Corps of Retired Executives), serves as a vocational counselor for members of the Pi Kappa Alpha fraternity, and publishes a quarterly newsletter for the fraternity alumni association.

Along with these responsibilities, Clifton is also one of the busiest of all the Career Resource Center advisers. This stems from the thorough job he does with each advisee. Most advisers dutifully return the advisee evaluation form, but Clifton doesn't stop there. He submits a full report on each advisee he sees, describing the session in detail and presenting a complete summary of the steps suggested. Clifton says he writes the reports for two reasons, "One, it can help the individual, if he or she hasn't taken full notes. Secondly, it helps me because in most cases they come back either on the telephone or to set up another visit or send in something for me to review, such as a resume. In some cases I've had as many as six or eight contacts with the same person." Why so many repeat contacts? Clifton says that it's because "the problems are too complex in so many cases to hope that you can help advisees solve them in a one-shot hour to hour-and-a-half interview."

Clifton believes that it helps to know as much as possible about advisees before appointments are set up.

"Their questions (on the data sheet) are not always what they could be. So when they call for an appointment, I engage them in conversation and try to find out a little more specifically just what it is they are interested in or to clarify part of their experience and to remind them to bring a resume and anything else that's pertinent. That way I think they can come a little more prepared and more can be accomplished during the interview. Of course if the adviser could have all the pertinent information in advance and do the advance study, his or her time would be better utilized."

Clifton has seen over thirty-five advisees, and although he stresses the point that each person is an individual, he says that there are various types of advisees depending on how far along they are in terms of "occupational maturity." One type of advisee is "the person who really doesn't know what he wants and has never matured occupationally to the point where he can define his career plan or alternative plans, because he's qualified for them now or is getting the qualifications or will get them through additional experience and/or education. So in that case the problem is one of broad occupational reorientation. The important thing is that the advisee is taking a first step."

Clifton says that one of the first actions he takes with these advisees is to show them the Dictionary of

continued on page 2

continued from page 1

Occupational Titles. "It's amazing how many have never heard of the DOT, much less know about it as a tool for personal guidance or insight."

Another category of advisees that Clifton has defined is "more or less highly psychological in the sense that the individuals are unable to look at themselves objectively and really don't know what their assets are. So there they need help and it's really a matter of getting them to analyze their accomplishments, citing what others have done, and conveying a part of the enthusiasm of the counselor to help them build more self-confidence and help them grow as individuals."

Still another group are those people trapped in a dead-end job. "They're pretty well-adjusted individuals and they need help that's twofold: 'What am I qualified for? and how do I present my qualifications?'

"It's amazing," says Clifton, "how many people to this day confuse a job-finding resume with a detailed curriculum vitae or an application for employment."

Clifton identifies the lack of feedback as the major problem concerning the CRC. "I think this is one of the problems and frustrations of the program. And it's true of counseling everywhere. You don't get the feedback, and in many cases it takes several years before an advisee's objectives can be realized. It would be nice in terms of building up the sense of achievement, if you could supply through CRC machinery a sense of the feedback."

Clifton has definite feelings about why he is a CRC adviser. He says he does it, "just to be useful. It's something I've done all my life. And wanting to help the University, to repay it for what my undergraduate and graduate experiences meant to me and my own development as an individual. And this is a chance to pay back the debt, as it were."

If that is his intent, then C. Thomas Clifton is certainly succeeding.

Horse Show Even Better Second Time Around

This summer marked the second consecutive year that the U.C. Alumni Association has sponsored the Greater Cincinati Charity Horse Show. The 1979 show was held at the Warren County Fairgrounds in Lebanon, Ohio, from June 26 through July 1. The Career Resource Center will again be the recipient of the proceeds, so the Alumni Association staff was highly involved in the production of the festivities. Along with manning the gate and selling programs, the staffers also held a wine and cheese reception for the sponsors and exhibitors on Thursday evening of the show.

All the figures are not in yet, but it appears that this year's show will turn out to be even more profitable than last year's. This fact is increasingly important owing to the termination of the Kellogg Foundation Grant and the assumption by the Alumni Association of the Career Resource Center's financial responsibilities.

ALUMNI HOMECOMING '79

Thursday, October 25

Noon	Class of '19 Reunion Luncheon

Friday, October 26

6:30 p.m.	Class of '29 Reunion Dinner
8:00 p.m.	Class of '54 Reunion Dance

Saturday, October 27

9:00 a.m.	Hospitality Center opens at Alumni House
10:00 a.m.	Class of '54 Tailgate Party
9:00-10:30 a.m., Noon-1:30 p.m.	Open Houses
10:30-11:30 a.m.	HOMECOMING PARADE
11:00 a.m.	Class of '39 Reunion Luncheon
11:00 a.m.-2:00 p.m.	Lunch on the Lawn
11:30 a.m.	Class of '59 Reunion Luncheon
2:00 p.m.	FOOTBALL GAME—U.C. Bearcats vs. Richmond Spiders
Halftime	Crowning of Campus Queen and King
Final gun	Fifth Quarter Reception
7:00 p.m.	U.C. DAY BANQUET AND AWARDS

Sunday, October 28

11:00 a.m.-1:00 p.m.	U.C. Foundation Open House

Iacono Hired as CRC Coordinator

Theresa Iacono has joined the Alumni Association staff as an Alumni Affairs Officer and Career Resource Center Project Coordinator. Iacono replaces Mary Gustafson, who resigned in June to pursue her doctoral degree on a full-time basis.

Iacono comes to the Alumni Affairs office after serving for ten years as the Placement Officer of the U.C. College of Law. In that position, she developed and implemented an Alumni Placement Service and a Speaker's Workshop Series. She also published a bi-weekly alumni newsletter and worked on a continuous basis with students and alumni of the College of Law.

Project Director Joseph Ventura said of the appointment, "I am very pleased with the selection of Ms. Iacono and I am confident of her proven administrative abilities. Her friendly personality and her enthusiasm for helping people will foster the continued success and growth of the CRC program as we enter this period of transition from Kellogg funding to U.C. Alumni Association funding."

Along with her duties as CRC Project Coordinator, Iacono will serve as an Alumni Affairs Officer and be involved in various Alumni Association functions such as Homecoming and Commencement.

Iacono was selected for her new position after a two-month search that began with 121 candidates.

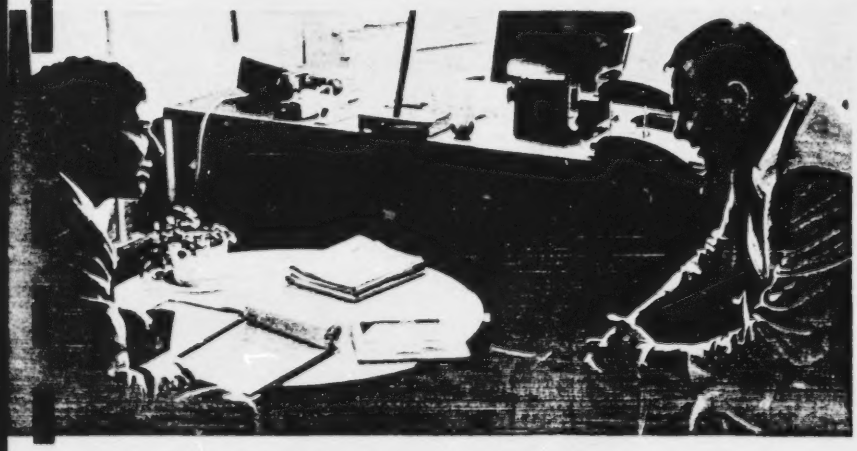
Final Annual Report Submitted to Kellogg

With the termination of Kellogg funds in August, the Career Resource Center staff has prepared and submitted the final year-end annual report for the W.K. Kellogg Foundation. The report deals with the various aspects of the project's performance over the past year, including an in-depth analysis of the marketing campaign and a presentation of information acquired from the "Advisee Impact Survey" sent out earlier this summer. Also discussed in the report are some of the problems that occurred during the past year, and future plans for the CRC, as well as a three-year review of the program and its impact.

Several copies of the 1978-79 Career Resource Center Annual Report are on file at the Alumni House for your perusal.

Ellis Visits CRC

Dr. Peter Ellis of the W.K. Kellogg Foundation flew to Cincinnati on Thursday, August 16, to visit the Career Resource Center and its staff. The vist was part of the procedure followed when a Kellogg Foundation Grant is terminated. Dr. Ellis began his day's activities with a breakfast meeting at the Vernon Manor, attended by William Mulvihill, Assistant Executive Director of the Alumni Association; Joseph Ventura, CRC Director; Charles Lee, CRC Staff Member; Miriam Bernstein, President of the Alumni Association; and C. Thomas Clifton and Sue King, Advisory Council Members.



Dr. Ellis then met with U.C. President Dr. Henry R. Winkler for an hour, after which he visited the Alumni Association offices and met with the CRC staff. Dr. Ellis said he was very impressed by the commitment made by the University and its Alumni Association toward the continuation of the Career Resource Center upon termination of the Kellogg grant.

RETURN REQUESTED

CAREER RESOURCE CENTER
ALUMNI HOUSE
CINCINNATI, OHIO 45221

Non-profit Organization
BULK RATE
U.S. POSTAGE PAID
Permit No. 133
Cincinnati, Ohio

CRC Shorts

As we are prone to do, the Career Resource Center has conducted another survey. The subject of this one is the CRC advisee. After three years of service, we felt it was time to get a good idea about whom the CRC has served. Needless to say, the results of the survey are a major part of the recently completed Annual Report and will most likely be made available to all interested advisers.

The Career Resource Center Mobile Unit received a much-needed facelift at the beginning of the summer, including some mechanical work and a partial paint job. The Unit was used during the 1979 Greater Cincinnati Charity Horse Show in Lebanon, Ohio, and will be back in full swing this fall, serving the U.C and Cincinnati communities.

For the third year in a row, the Career Resource Center has been actively involved in the U.C. freshman orientation. Orientation consists of all-day information and get-acquainted sessions that take place during the month of July.

As has been the case for the last two years, the CRC participated in freshman orientation in two ways. In the morning, a representative from the office gave a short talk about the service to a group of frosh. Then, in the afternoon, an information fair was held in the TUC main lobby. A CRC staff member was present at the fair to pass out flyers and brochures and to answer questions about the Center.

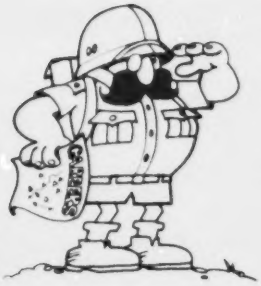
Adviser Update

Editor/photographer **Tim Barngrover**
Prepared by Alumni Publications

The *Adviser Update* is published quarterly by the Career Resource Center of the University of Cincinnati Alumni Association.

The Career Resource Center is funded by the W.K. Kellogg Foundation, Battle Creek, Michigan.

Please send adviser news to Tim Barngrover, Alumni House, University of Cincinnati, Cincinnati, Ohio 45221.



The University of Cincinnati Alumni Association
Career Resource Center

Adviser Update

vol. 3 no. 2 January 1980

Adviser Profile: Marjorie Bradford

Although she has been an adviser for only six months, Marjorie Bradford has entrenched herself as one of the most popular of all the CRC volunteer advisers. She has become so popular, in fact, that CRC staff members have begun keeping tabs on the number of advisees referred to Bradford, to assure that her schedule will not be overloaded.

Much of the reason for Bradford's popularity stems from the fact that she works for the internationally known company, Procter & Gamble. But the real reason is Bradford herself. She positively radiates excitement about her work. She is very dedicated to her field, and has found that the advisee sessions "have been enjoyable for me, because I've been able to express my philosophies about public relations and about how I feel about working in this field. There is still a lot of growth needed in public relations and a lot of myths that need to be cleared up: what it is, what it does. I just enjoy the opportunity to be able to express them."

As a Public Relations Manager at P&G working in divisional services, Bradford provides PR counsel to the operating divisions. Specifically, she works with the paper, coffee, institutional foods, and cellulose and specialty divisions. "I do a range of chores from reviewing proposed advertising for good taste, to devising an entire PR program for a specific brand, to answering media questions about various brands—the full range of PR services."

This is the same kind of information asked of her when she meets with advisees. "The session is usually centered around what I do, what my responsibilities are, and what a typical day is like, which is difficult to describe since there are no typical days. Advisees also ask about what kind of experience you need to get into this area, what I find most satisfying about my job, and what kind of compensation one can expect.

"Most advisees have a pretty good idea of what they want to know about the profession. And I've been surprised at that because not very many people know that much about public relations. But the advisees I've seen have shown some knowledge about the profession and have shown a great interest in it."

Bradford has some novel ideas about the CRC data sheet. "You really have to meet and talk to the person to really get a feel for just exactly where their head is, and what they think they would like to do. The data sheet is a start. I don't really know how good a start it is, because of necessity it has to be short and to the point. You'll probably learn more from just talking to the person."

She also has a suggestion for improving the evaluation system. "What would be more helpful to me would be to get periodic feedback in summary form, saying that you have seen these advisees and they feel that they were helped or not helped. Maybe monthly is too often; maybe quarterly is about right."

Bradford has a bachelor's degree from Oberlin College in sociology. She received her master's degree in communications arts from U.C. in 1974. Before coming to P&G, Bradford worked as an Education Information Specialist for the Central Community Health Board and as Public Service Director of WCPO-TV. She is married and has a little girl who will be two years old in a few months.

A Letter to CRC Advisers

Dear Career Adviser:

I want to take this opportunity to apprise you of the recent transition involving CRC funding sources as well as to assure you of the continuation of the Career Resource Center Project in its present form.

As you are most probably aware, the Center was initiated and financed by a contribution from the Hubbel Trust Fund. In 1976 the W.K. Kellogg Foundation of Battle Creek, Michigan, became interested in this service and granted an additional $190,650 for a three-year period. As of September 1, 1979, we have completed our third and final year under the terms of the Kellogg grant. The last three years have seen the CRC grow, mature, and remain committed to the basic goals and objectives set forth in the original proposal submitted in 1976.

The prime objective of the CRC has been, and will continue to be, effective utilization of alumni volunteers in a career advising capacity. This prime objective has been met through the Center's program development, and, more importantly, through a genuine, spirited commitment from you, the volunteer alumnus.

The expiration of the W.K. Kellogg Foundation Grant will not reduce any of the services currently offered by the CRC.

Through the generous financial support of the U.C. Alumni Association, I am confident the Career Resource Center will continue to grow as we enter our fourth year of operation. The number of referrals and services provided through September and October has far surpassed the number during the same time last year and I am confident this trend will continue. The University of Cincinnati Alumni Association has made a strong commitment toward underwriting the continuation of the project. A substantial amount of funds generated by the U.C. Alumni Association Membership program will provide adequate resources to continue the project.

In closing, I want to commend you on your involvement in this project and also express my sincere appreciation for providing the framework in which people of all ages may begin this critical career exploration process. We hope your participation will continue as we strive to develop into an alumni involvement program of national acclaim.

Respectfully yours,

Theresa Iacono

Theresa Iacono
Alumni Affairs Officer
Career Resource Center Project
Coordinator

Advisers Attend U.C. Day Banquet

The 1979 U.C. Day Banquet was held on Homecoming Day, October 27, 1979, at Stouffer's Cincinnati Towers. Nearly four hundred people attended the gala affair, culminating the activities of Homecoming week. The evening's agenda included presentation of the William Howard Taft Medal for Notable Achievement to Dr. Norman P. Auburn and the U.C. Distinguished Alumni Service Awards to Monty and Jan Richards and Saralou Durham. Those in attendance were also treated to an exciting performance by the Mac Framptom Trio.

As a "thank you" for their service to the Career Resource Center, several CRC advisers were treated to the evening's events. Among the advisers in attendance were Mr. and Mrs. Joseph Drescher, Mr. and Mrs. Lawrence Farrell, Ms. Jean Hamer, Mr. Calvin Weigold, and Mr. and Mrs. Lawson Whitesides.

Horse Show Brings in Big Bucks

It has now been six months since the 1979 Greater Cincinnati Charity Horse Show. So why bring it up again? Well, speculation has been that this year's show was even more successful than last year's. (Last year $12,500 was raised for the Career Resource Center). To end the speculation, a dinner was held on September 29 at the home of U.C. President Henry R. Winkler to honor all the people who worked on the 1979 show. After the dinner, Greater Cincinnati Charity Horse Show Association President John B. Goering presented a check for $22,750 to Dr. Winkler representing the proceeds from this year's show. These funds have become increasingly important owing to the expiration of the W.K. Kellogg Foundation Grant in August 1979. The funds will be used in the coming year to continue the CRC service and to improve and refine the program.

Meet the Staff

Connie Logan is the newest member of the Career Resource Center staff. Connie recently moved to Cincinnati from Minneapolis, where she obtained a bachelor's degree in urban studies at the University of Minnesota. She is currently enrolled as a graduate student at U.M. majoring in counseling psychology. As part of her curriculum at U.M. she is doing a half-time internship at U.C.'s Student Counseling Service in addition to her graduate assistantship at the CRC.

In addition to her background in counseling, Connie brings to the Career Resource Center a strong background in research, evaluation, and public speaking. She worked as a program evaluator at the University of Minnesota Medical School for several years before moving to Cincinnati, and has also had extensive experience in conducting workshops and seminars in the upper midwest.

After completing her graduate work, Connie plans to practice psychotherapy in a group practice with other mental health professionals.

CRC Plans Special Project

One of the major points discussed in the recent CRC annual report was the need for substantially increasing minority involvement in the program from both the advisee and adviser perspectives. Toward that end, the report included a proposed special project that would, in effect, extend the W.K. Kellogg Foundation Grant through August 31, 1980, by allowing the Career Resource Center to use the project balance of $8,972.21 to address the need for increased minority participation.

In his letter of November 26, 1979, Dr. Peter Ellis of the Kellogg Foundation granted preliminary approval of both the annual report and the special project. Under the terms of the annual report proposal, a minority graduate student will be hired who will be responsible for designing a special minority recruiting effort to enlist U.C. alumni and community representatives as CRC career advisers. This graduate assistant will also be responsible for initiating a special student recruiting effort directed at specific, targeted campus minority groups and organizations. The culmination of these efforts will be a Minority Resource Week, the purpose of which will be to provide information and support services to minorities from both the U.C. campus and the community as a whole.

Specific plans for the Minority Resource Week are under way at the present time and will be announced in the spring edition of the *Adviser Update*.

Mobile Unit Corner

The Career Resource Center Mobile Unit has been very busy this fall. Each Monday morning found the Mobile Unit on the U.C. main campus on Brodie Plaza in an effort to improve the service to the U.C. student population. On October 17 the Mobile Unit went to the U.C. branch campus, Raymond Walters College, and on October 27 it appeared in the U.C. Homecoming Parade. Stops in November included November 8 and 9 at Oak Hills High School, as well as the Clermont College branch of U.C. on November 14 and 21, and Edgecliff College on November 28 and 29. In December, the Mobile Unit visited Xavier University on the 11th and 12th of the month, and Indian Hill High School on the 13th.

January will bring visits to Raymond Walters College, the College of Mount St. Joseph, and Thomas More College. In the spring the Career Resource Center is planning to take the Mobile Unit to many Cincinnati area high schools.

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CRC Shorts

In October, the Career Resource Center participated in two information fairs. On October 25, Project Coordinator Theresa Iacono participated in Women's Information Day (WID) held at the Tangeman University Center on the U.C. campus. WID featured a carnival atmosphere with balloons and prizes, as well as a host of information about education and careers.

Saturday, October 27 found CRC staff member Charles Lee at Stouffer's Cincinnati Towers for the Singles Fair. This forum enabled hundreds of single Cincinnatians to garner information from religious groups, recreational organizations, social agencies, and career services.

If you are changing jobs or have a home address change, drop us a line and let us know. We want to keep our files up to date. And don't confine your correspondence to address changes—any kind of complaints, criticisms, or suggestions are good reasons to call or write. Our phone number is 475-4342.

The Downtown Club is the newest in a long line of alumni involvement programs sponsored by the U.C. Alumni Association. The Downtown Club gives U.C. alums and friends a chance to take a break in their busy day. A luncheon is held on the last Tuesday of the month, eight times a year at the comfortable Cincinnati Club. The luncheon starts at noon and the cost is $5.00. A wide variety of speakers will keep you abreast of what's going on at U.C., in the community, and around the world. Past speakers have included U.C. President Henry R. Winkler, Dr. Stanley B. Troup, Director of the University Medical Center, and Gordon A. Christenson, Dean of the U.C. College of Law. The next Downtown Club luncheon will be held on January 29, 1980. For more information about the Downtown Club, call the Alumni House at 475-4344.

Recently many high school students and U.C. students in professional development classes have been using the Career Resource Center. These young people have career exploration needs that are a little different from the normal CRC advisee. To help our volunteer advisers prepare for these special cases, CRC staff members will note on the introductory letter that the advisee is a member of a professional development class or a high school student. If for some reason you don't wish to have these advisees referred to you, please let us know.

Adviser Update

Editor/photographer **Tim Barngrover**
Prepared by Alumni Publications

The *Adviser Update* is published quarterly by the Career Resource Center of the University of Cincinnati Alumni Association.

The Career Resource Center is funded by the W.K. Kellogg Foundation, Battle Creek, Michigan.

Please send adviser news to Tim Barngrover, Alumni House, University of Cincinnati, Cincinnati, Ohio 45221.

The University of Cincinnati Alumni Association
Career Resource Center

Adviser Update

vol. 3 no. 3 April 1980

Adviser Profile: Edward Freeman

"I get a kick out of just presenting the program of marketing research. And if I can better the cause of all marketing researchers, then that is fulfilling. Just communicating something about this field that I'm in."

That, in a nutshell, is how Ed Freeman feels about being a Career Resource Center adviser. Obviously, Freeman works in the field of marketing research. Specifically, he is the Director of Qualitative Research at one of the world's largest marketing research firms, Burke Marketing Research. In that position, Freeman works with groups of eight to ten people, "discussing their thoughts, feelings, opinions, attitudes, and habits regarding various products, ranging from high school English texts to heavy-duty excavating machinery."

Freeman characterizes qualitative research as "an exploratory type research, preliminary to a larger study."

The second part of his current responsibilities has to do with account work, which involves soliciting business, solving client problems, and recommending research approaches.

Freeman says he enjoys being a CRC adviser because, "I know the frustration [of searching for a career]. I was in that situation of not only the job search but a career search as well, at the same time. So when these advisees come in, if I can provide them with something that at least narrows the career field, then I've been of some help."

In the advisee sessions, Freeman follows a relatively set agenda. "I try to give a real general overview of marketing research—the industry. Then I try to elicit from the individual what he or she knows about marketing research and try to fill in the holes.

"I find that marketing research has a mystique and an anonymity about it. And there are a lot of misconceptions about how it works. So I try to correct any misunderstandings they might have.

"I follow that with a discussion of the elements of the marketing research process, starting from the definition of the client's problem, all the way through to the summarization and analysis of information, as well as the client presentation.

"Then I may talk about how a project manager would deal with each of these elements in a particular work day."

Unlike many CRC advisers, Freeman says that he does not really have a need for additional feedback once the advisee has left. "Perhaps I'm used to that [lack of feedback] because of working in marketing research. So often you will do a project for a client and tell them that the product is a winner, and then you don't hear anything about it for two years until you see the product on the shelf—and that is your feedback.

"I guess it would be interesting [to receive advisee feedback], but no more so than finding out what my high school classmates are doing now."

Freeman has both a bachelor's degree and a master's degree in business administration from U.C., where he majored in marketing. He has been with Burke for fourteen years.

Adviser Sub-Committee Meets

The Career Resource Center Advisory Council Advisers Sub-Committee met for a luncheon meeting on January 31, 1980, at the U.C. Faculty Club. After lunch, Project Coordinator Tess Iacono began the meeting with comments about the continuation of the service through Alumni Association funding. She briefly discussed the referral process and the problem of "no shows." Mrs. Iacono also brought the advisers up to date on the plans for the upcoming Minority Resource Day (see "Minority Resource Day, May 7").

The major topic on the agenda, however, was a discussion of possible methods for advisers to receive constructive feedback from their advisees. The advisers talked about several alternative feedback methods, and based on that exchange, a system has been designed by the CRC staff to facilitate the process (see "Feedback Available for Advisers").

The final subject for discussion was the continual recruitment of new advisers. Toward that end, several adviser recommendation cards were included in the packet of materials distributed to the advisers. Of particular interest to the Career Resource Center are graduates of U.C. two-year programs, but advisers in certain four-year degree fields are also needed.

Many thanks to the advisers who braved wintry weather to attend the sub-committee luncheon. They include John Apgar, Terry Blum, Lawrence Farrell, Roslyn Friedman, Jeffrey Hurwitz, Kevin Keefe, John Palmer, Barbara Pinzka, and Helan Tuch.

The CRC Dog and Pony Show

In order to keep the Career Resource Center in the public eye, CRC Project Coordinator Tess Iacono has initiated a program of CRC presentations to U.C. classes and high school groups. Starting with a presentation to forty-nine students in Ann Keeling's professional development class at U.C. on January 15, Iacono traveled to Turpin High School for a talk on January 18, then back to U.C. for a presentation of CRC services to Jean Hunt's Career Planning class of twenty. Next came presentations to the counseling staff of Princeton High School on February 13, and to eighty-five parents of Oak Hills High School juniors on March 4.

The final two presentations during this period were on March 12 and 20. The former was a luncheon, the purpose of which was to bring together various U.C. offices that work with returning students. Attendees included representatives from Women's Studies, Educational Advising, and Vocational Education, as well as the Career Resource Center.

The last of the presentations was held at Peoples Junior High School as part of a career development program for Cincinnati public school teachers. At this program Iacono spoke to approximately one hundred teachers.

Feedback Available for Advisers

Recently it has come to our attention, here at the Career Resource Center, that many of our advisers would like to receive some sort of periodic feedback regarding their advisee sessions. The idea is that perhaps advisee comments will help volunteer advisers know whether or not the session was informative for the advisee, and if not, what could be done to improve the session.

In answer to this request, the Career Resource Center is instituting a new policy of forwarding Advisee Evaluations of Advisers to interested advisers. If you would like to receive a copy of your advisee's comments, just call us at 475-4342 and let us know. We will start forwarding evaluations beginning with the next advisee you see.

To hold down mailing costs, we will send evaluations only to advisers who request them.

Minority Resource Day, May 7

As this issue of *Adviser Update* goes to press, the final touches of preparation are underway for the Career Resource Center Minority Resource Day. The event will be held on Wednesday, May 7, in the Tangeman University Center Great Hall and is being funded by the W.K. Kellogg Foundation project balance left over from the three-year grant.

Minority Resource Day will consist of an open forum format, split into a morning session, from 10:00 a.m. until 1:00 p.m., and an afternoon session, from 1:00 p.m. until 4:00 p.m. At these sessions, CRC volunteer advisers in approximately twenty professional areas will be on hand to speak with people one-to-one about their career. This format will allow students to procure on-the-spot information about several career areas that interest them.

Charmainne Johnson has been hired by the Career Resource Center as an undergraduate assistant to work on Minority Resource Day. Chris Mack has also been actively involved in the planning of the program, and, based on all their hard work, we expect an excellent program.

We at the Career Resource Center would like to thank in advance the many CRC advisers who are going to participate in Minority Resource Day. Without you, the volunteer alumni adviser, important programs such as this would not be possible.

CRC and Exploring

The young-adult division of the BSA

EXPLORING

The Career Resource Center works in conjunction with many referral agencies, both on campus and in the community. The newest of these is the Exploring Division of the Dan Beard Council, Boy Scouts of America.

Exploring is a co-ed program aimed at young people between the ages of fifteen and twenty. The program is balanced in life experiences but focuses specifically on career exploration. Industry, business organizations, technical firms, hospitals, universities, governmental agencies, churches, and schools are typical of the many organizations already supporting Exploring by providing experiences for young people in ongoing monthly programs within their facilities. Locally, there are over forty-five specialty Explorer posts.

The Career Resource Center staff is looking forward to working with the Dan Beard Council, Exploring Division, as we endeavor to serve the career interests of the people of the Cincinnati area.

Mobile Unit Corner

Never in the history of the Career Resource Center has the CRC Mobile Unit been as busy as it has been in the last few months. The year, 1980, started with trips to Raymond Walters College on January 16, Aiken High School on January 23, and Marian High School on January 29. February was a light month, with only a visit to the College of Mount St. Joseph on February 5.

During March and April the Mobile Unit embarked on a very strenuous schedule. In March the Mobile Unit traveled to Oak Hills High School on the 3rd and 5th, Taft High School on the 11th, Mount Notre Dame High School on the 18th, Deer Park High School on the 25th and 26th, and Finneytown High School on the 27th.

April brought visits to the following high schools: Moeller High School on April 10, Princeton High School on April 14, 15, and 16, Ursuline Academy on April 17, Elder High School on April 18, and Forest Park High School on April 23.

In addition to these visits, the Mobile Unit was also stationed in front of the Armory-Fieldhouse on the U.C. main campus every Monday during the Winter Quarter.

This Mobile Unit schedule is another example of our commitment to the Cincinnati community.

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Meet the Staff

Charmainne Johnson is a senior at U.C. in the College of Arts and Sciences, majoring in economics. She has been hired to help administer a CRC special project called Minority Resource Day (see "Minority Resource Day, May 7").

Charmainne is a native of Cleveland, where she hopes to return upon graduation to pursue a career in urban economic development. She plans to attend graduate school and work toward a degree in urban economics after she gains some of what she calls "practical job experience."

Our new CRC employee is and always has been an active participant in extracurricular activities. She serves at present on the Black Program Board as secretary and is also secretary of the Black Arts Festival Steering Committee.

She was chairperson of the 1979 Black Freshman Orientation Program, and during the 1976-77 academic year she was treasurer of Sander Hall Government, and secretary of the Graduate Student Association. She is also currently an active member of the Alpha Angel Club.

In her spare time, Charmainne enjoys bowling, crocheting, playing the piano, and getting to know people.

CRC at WID

Project Coordinator Tess Iacono represented the Career Resource Center at Women's Information Day (WID), held on January 17 in the Great Hall of Tangeman University Center. The program was sponsored by the U.C. Office of Women's Studies and featured a carnival-like atmosphere with booths, balloons, and prizes. Among the organizations represented at WID were the Association for Women Administrators, Career Development and Placement, Metropolitan Services, Ombusdman, and Women's Programs and Studies.

Adviser Update

Editor/photographer **Tim Barngrover**
Prepared by Alumni Publications.

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The Career Resource Center is funded by the U.C. Alumni Association and the W.K. Kellogg Foundation, Battle Creek, Michigan.

Please send adviser news to Tim Barngrover, Alumni House, University of Cincinnati, Cincinnati, Ohio 45221.

MARTIN ARTICLES

Appeared in the "Cincinnati Post"
on June 10, 1980

UC alumni emphasize careers

Phyllis Martin

how to get a better job

DEAR READERS: Last time I promised to tell you about the University of Cincinnati Alumni Association Career Resource Center, which is free to the public.

Its purpose is to give you an opportunity to talk with alumni who have careers in which you may be interested. Job placement is *not* a function of the center.

It is designed to help alumni, students and friends of UC investigate a variety of careers. A professional is matched to a person who shows interest in his profession.

- You may register in person at Alumni House, 2900 Woodside Place. Just head for the old Sigma Chi house and you'll be there. If you prefer, you may call 475-4342 for information. Tess Iocano is co-ordinator.
- The center's operating funds come from the UC Alumni Association.
- The service is free to the user.
- The Career Resource Center works in conjunction with many referral agencies, both on campus and in the community.

You'll be hearing about this unique service from many sources. A program of presentations to UC classes and high school groups already has begun.

Many people—job seeker, teacher, community leader—should make use of this service.

Send your questions and suggestions to Phyllis Martin in care of The Post, 800 Broadway, Cincinnati, Ohio 45202. If you need a personal reply, please enclose a stamped, self-addressed envelope.

Appeared in the "Cincinnati Post"
on July 11, 1980

Methods most folks use to obtain jobs

Phyllis Martin

how to get a better job

DEAR PHYLLIS MARTIN: Do many people get their jobs through employment agencies? Signed: Hyde Park Reader

DEAR HYDE PARK: In a recent U.S. Department of Labor survey called "Job-Seekin Methods Used by American Workers," 5.6 percent of those surveyed found jobs through private employment agencies. Incidentally, the same survey revealed that "over a third of those surveyed got their jobs by applying directly to employers."

DEAR PHYLLIS: I would like to share with you a bit of news of which we are particularly proud. The Career Resource Center has been judged the Grand Award Winner in the Volunteer Involvement Program for 1980 by the Council for the Advancement and Support of Education. This council is represented by some 9000 from over 2000 colleges, universities and independent schools.

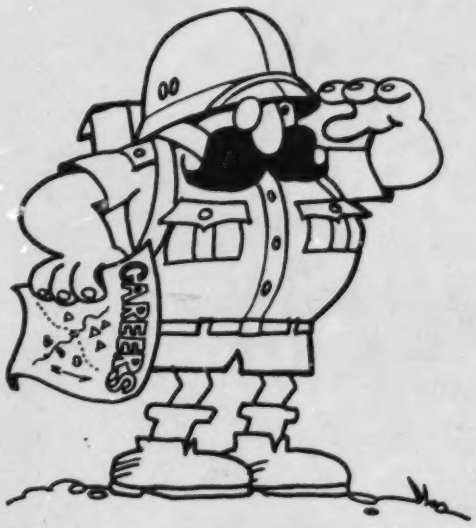
Thank you for helping us let more people know about the CRC. Sincerely, Tess Iacono, Coordinator, Career Resource Center (Telephone 475-4244)

DEAR TESS: Thanks for keeping me informed about this incredible source of help for readers. I hope by this time everyone knows that the service is free and provides an unparalleled opportunity to talk with a professional in the field of one's choice.

Send your questions and suggestions to Phyllis Martin in care of The Post, 800 Broadway, Cincinnati, Ohio 45202. If you need a personal reply, please enclose a stamped, self-addressed envelope.

CLIFTON AD

Appeared in the Winter 1980 issue
of "Clifton" magazine



Searching for a career?

Career exploration is a challenge. It takes time, thought, and patience. We can help.

The University of Cincinnati Alumni Association Career Resource Center won't find you a job. It will put you in touch with a professional in your field of interest.

You will meet with your adviser at his or her place of employment, and learn about the job outlook, qualifications, and working conditions for that occupation.

The Career Resource Center is free and open to the public. Call 475-4342 from 8 A.M. to 5 P.M. any weekday. We're on the U.C. campus, and we're here to help.

The Career Resource Center is funded in part by the W.K. Kellogg Foundation, Battle Creek, Michigan.

TELEPHONE NUMBERS CARD

BROCHURE

Career Resource Center

University of Cincinnati
Alumni Association

What is the Career Resource Center? The Career Resource Center (CRC) is a free service set up to help students, alumni, and friends of U.C. investigate a variety of careers. Advisees are matched with professionals in the advisee's field of interest, so you get first-hand information about possible career choices.

Will the CRC find me a job? No. Job placement is not a function of the CRC service.

Where is the CRC? And how can I use it? The CRC is located on the second floor of the Alumni House, next to the Fieldhouse Parking Lot and Faculty Center. (See map on back of brochure.) It's open 8 a.m. to 5 p.m. daily. You can register for the service either at the Alumni House or in the CRC Mobile Unit. Advisees are expected to:

- Fill out a data sheet which provides resume information for the career adviser.
- Take responsibility for contacting career advisers to schedule advising sessions.
- Arrive on time and dress appropriately for the sessions.
- Complete and return an evaluation of the adviser and the program to the CRC office.

What is the CRC Mobile Unit? The mobile unit is a remodeled 26-foot GMC motor home. It contains a well-furnished office and a library of job-oriented books and brochures. The mobile unit can be seen on the U.C. main campus, at the branch campuses, and around the city at various high schools, colleges, and social agencies. The mobile unit is staffed by graduate assistants and offers the same service as the CRC office.

What is a career adviser? A career adviser is an employed person who volunteers to talk to others about his or her occupation. Alumni of U.C. make up the majority of advisers, but when no alumni are available to represent an occupation, friends of U.C. are encouraged to participate. Over 650 alumni and friends in over 85 professions have volunteered their time for this program. Advisers' qualifications are assessed by the CRC staff.

When and where is career advising conducted? And how much time is involved? Generally, sessions are held at the adviser's place of employment so the advisee can draw from the adviser's knowledge and experience and also get a sense of the particular work environment. The time-setting of advising sessions may be subject to the availability and constraints of the adviser's job situation. The time spent in the advising sessions varies greatly, but the average is one to two hours.

Who sponsors the CRC? And how is it financed? The U.C. Alumni Association sponsors the CRC as an alumni involvement project. It was initiated and financed by a contribution from a local trust fund. The concept was instituted by members of the Alumni Association who were concerned about the career development needs of the student body and members of the community. The W.K. Kellogg Foundation of Battle Creek, Michigan, became interested in the idea and granted an additional $190,650 for a three-year period ending August 31, 1979. Since that time the U.C. Alumni Association has funded the service on an ongoing basis, as another example of its commitment to the University and the community.

University of Cincinnati Alumni Association
Career Resource Center
Alumni House
Cincinnati, Ohio 45221
(513) 475-4342

The W.K. Kellogg Foundation of Battle Creek, Michigan provided the funding for this pamphlet.

Making the right career move?

Career choices and career changes pose special problems for people today. Selecting the right job isn't easy. It takes time, thought, and a great deal of patience. But the extra effort does pay off. Choosing the right career can mean the difference between a happy productive life and one that lacks pride and purpose.

People can help.

The University of Cincinnati Alumni Association Career Resource Center was organized to match people interested in a certain occupation with professionals in that field. The Alumni Association saw a chance to involve Cincinnati area alumni in a worthwhile project helping others solve their career problems while introducing an important new approach to career advising to the community.

Call us: 475-4342.

So, if you need advice about your career, get in touch with the Career Resource Center. We're on the U.C. campus and we're here to help.

ALUMNI HOUSE